



BUSINESS VISION STATEMENT

A vision statement asks 'What does our business want to become?' and usually is a one sentence, inspirational, clear and memorable statement that expresses company's desired long-term position. The statement indicates what resources, competencies and skills will be needed to achieve the future objective. This way it guides decision-making and resource allocation more effectively. It also motivates employees to make extra effort and usually results in higher performance.

Creating a vision is an important first step in strategic management process. In order to help us to write an effective statement we identified following three steps and guidelines to help us.

Step 1. Gather a team of managers, employees and shareholders.

Vision is the statement that must be understood by employees of all levels. As many people as possible should be involved in the process because involvement leads to stronger commitment to company's vision. After choosing the people that will be involved you should also distribute several articles to them about what is organization's vision and ask everyone to read them as a background.

Step 2. Ask everyone to write their own version of vision.

The next step is to ask everyone to write his or her own version of the statement and submit it to the responsible team. After receiving the statements, the team should try to combine draft vision out of all the submissions. This is also a great opportunity to resolve any conflicting views about firm's ultimate objective.

Step 3. Revise the statement and present the final version.

The draft statement should be distributed to the members again for their last revision. Upon receiving the feedback, the final version of the vision should be created and presented to every employee.



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