

Your Vision Statement Worksheet

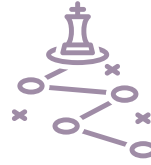
Imagining the world you want for yourself and others



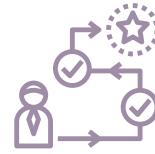
Your Vision
is the image of the
world you want



Your Mission
is what it takes
to create that



Your Strategy
is how you'll
go about it



And your Roadmap
lays out all the
tasks you'll do

Defining your vision is where all great journeys start

A vision typically takes the form of an all-encompassing sentence, called a Vision Statement. Writing a meaningful Vision Statement helps you paint a picture of what you want the future to look like.

Start by asking, “What results do I want for myself in...”

3 months?

1 year?

3 years?

Be as specific as you can here. It is fine if things change (they probably will). Regardless, these lists will also become useful to you in the roadmap stage.

Next, ask yourself, What do I want for others, for the world?

It is perfectly ok — even visionary — if what you want is impossible or otherwise unachievable. There is no timescale or limits for this.

**On the next page, you will use the responses above to
create your first draft of your Vision Statement.**

Crafting Your Vision Statement

Review the lists you came up with and look for commonalities and themes. Your next task is to summarise it all in a single sentence. This will force you to think broadly and be concise. The details can come later.

I imagine a world where...

It may be helpful at this point to get some distance and outside perspective. Sleep on it, discuss your ideas with others, and most importantly: **take your time**. This is a process and may involve revisions, backward steps, and other related work, such as exploring your values or strengths.

It's important to make your Vision Statement visible!

Display your Vision Statement somewhere that will help you as you continue your personal and business development work.

Also, keep this worksheet handy to remind yourself of what you want for yourself and others. This will also guide your next step on the journey: **Understanding your Mission**

On the next pages you will find some useful advice about common Vision Statement mistakes, as well as an example to reference.

Keep the momentum going!

If you got value from this, I think you'll enjoy Hold That Thought — my free newsletter that helps you turn overthinking into expert thinking. Get three insights each week, carefully selected for overthinking creatives like you (and me)

Hold That Thought

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Common Vision Statement Pitfalls

Five vision statement mistakes that could set you, your brand or your organisation off course:

(Check your vision statement against these criteria and adjust accordingly.)

1 People literally don't understand it

If you're using jargon, acronyms, or coded language in your vision statement, you are limiting access to your picture of the world to only those who already have the specific insider information required to see it. Misinformed or under-informed followers are poor carry-outers of the activities required to fulfill the mission and achieve your vision.

2 It is self-referential or circular

A picture of the world where you're the sole beneficiary isn't very visionary, even to yourself — you're actually shortcutting the potential of what you could achieve if you had the support of others outside the circle. Your vision statement should be the change you wish to see for others, and your brand and organisation exists to make that happen. This is how you gain sustainable support with longevity.

3 It isn't visionary

Your vision statement should describe a world that does not exist yet. If the work has already been done to get to this state, then you're simply recreating the wheel. People will question why they're doing this work (and they would be right to do so).

4 It isn't realistic

It's not enough to describe a world that doesn't exist yet. You need to describe a possible world that could exist. There's no point in a vision statement that defies the laws of gravity, plausibility, or survivability.

5 It isn't a world people want

If nobody wants this vision but you, then good luck getting people to help you do the work. Your vision should be desirable to others, even if you haven't met them yet.

Get in touch with me at coaching@witten.kim if you have questions or would like support with any of this. My vision involves helping you succeed (see next page for more on that).

Vision Statement Example

The world I imagine for myself and others

What results do I want for myself in...

3 months?

Kick off two new collaborations

Reach 1,000 Hold That Thought subscribers

Support at least 10 new people in different parts of the world

1 year?

Launch a fun, useful podcast

Publish my first book

Reach 10,000 Hold That Thought subscribers

Scale my business to support a broader audience

3 years?

Deliver a humorous and insightful TED Talk

Help 100,000 people become clearer thinkers

Collaborate with others for big global impact

What do I want for others, for the world?

People being able to do their best. They're working in their zones of genius. They're creative, effective, and thoughtful. They can excel and innovate to solve important problems.

I imagine a world where...

People are thinking critically about what they do and taking strategic action to make the world a harmonious, sustainable and nurturing place for everyone.

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Kim Witten
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