

VISION STATEMENT

The brand vision is a concrete goal that the brand wants to achieve within a defined period of time. It reflects the internal view and serves as motivation and orientation for the employees. In a sense, the brand vision is the carrot that is held in front of oneself and others.

How to create a good vision statement:

- Keep it short: Every employee should have the chance to understand and internalize the vision statement.
- Be ambitious: Set high goals that are still achievable in order to motivate and inspire.
- Be specific: What, by when, where, has to be clear for everyone.
- Set a time frame: If you have all the time in the world, you don't have to be committed.
- Communicate the vision statement: On average, a person needs to hear a message eight times before he or she can remember it.

WHAT/WHO

Brainstorm and write down: What specific goal, e.g. market position or reputation, does the brand want to achieve?

WHEN

Brainstorm and write down: When does the brand want to reach this goal? In 2, 3, 5 years? Avoid too short and too long time frames.

WHERE

Brainstorm and write down: In which markets does the brand want to reach its target? In Germany, DACH, EU, US, ..., worldwide?
