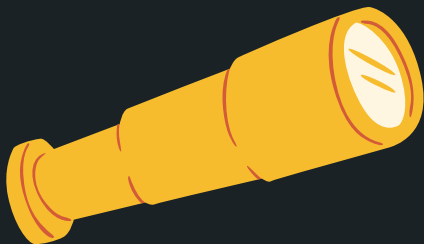


How to create a **company vision** that people want to follow:



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**SCOT
CHISHOLM**

Can you answer this question?

Where are we going as a company?

Sounds simple, but 99% of teams answer this question in two ways:

- **1. THEY LITERALLY HAVE NO IDEA**
- **2. EVERY PERSON GIVES A WILDLY DIFFERENT RESPONSE**

A traditional vision statement misses the mark in so many ways.

But after 20 years of trial and error, I found a format that nails it. Ready?

You'll have the upper hand every time.

What is a Company Vision?

Simple. It's how you see the future for the company and its customers. It's

NOT Jim Collins' definition:

**VISION \neq ORGANIZATION'S MISSION +
VALUES + LONG-TERM GOALS**



That's mixing too many concepts into one. My definition:

**VISION = THE COMPANY OUTCOMES YOU
WANT TO SEE IN 3, 5, 10, AND 20 YEARS**



This can act as directional guidance for the team. It's the journey to your

North Star

Does Mission = Vision?

A mission statement answers the question, "**Why do we exist?**"

It's THE guiding light for the business.

Forever pursued but likely never achieved - it should be relevant in 100 years.

Your company vision answers the question, "**Where are we going?**"

It maps the steps (or milestones) you must achieve to get closer to your mission.



YOUR MISSION STATEMENT IS THE NORTH STAR AND THE VISION IS YOUR STAR CHART - MAPPING OUT YOUR POINTS ALONG THE WAY



How to Create Your Inspiring Vision



Use the 1-4 method:

One slide, four sentences

This method gives you one powerful slide that'll help your team:

KNOW WHERE THEY'RE HEADED

KNOW WHAT COMES NEXT

KNOW HOW TO SPEND THEIR TIME

And remember... keep it simple, stupid!

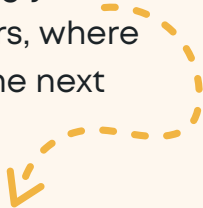
1. Create the **template**

Create a one-slide presentation and label it:

**[Your company's name]'s
Strategic Vision**

The 1-4 method has sequence to it and communicates an overarching strategy.

In the next steps, you'll create four power sentences describing your vision in 3, 5, 10, and 20 years, where each sentence builds off the next



2. Write your 3-year vision

The first of your four sentences:

3-year: [your vision for your company] (80%)

"3-year" is the time frame, and "80%" is the resource allocation dedicated to this particular line.

I'll explain this, don't worry about it for now...

Your vision sentence could look something like this:

- **BUILD THE BEST [X PRODUCT] FOR [Y TARGET AUDIENCE]**
- **BECOME THE #[X] COMPANY IN THE [Y TARGET MARKET]**
- **BECOME THE MOST CUSTOMER-LOVED COMPANY IN THE [Y TARGET MARKET]**

3. Write three other vision statements

Once you've perfected your 3-year company vision, it's time to look ahead and write your 5, 10, and 20-year vision sentences.



Add these underneath your 3-year vision:

- **5-YEAR: [YOUR SECOND STATEMENT] (10%)**
- **10-YEAR: [YOUR THIRD STATEMENT] (7%)**
- **20-YEAR: [YOUR FOURTH STATEMENT] (3%)**

Dream bigger and bigger outcomes the further out you get.

Here's an example of what your final slide might look like (from one of my companies):

3 yr	Build the most beloved retail experience in Montana.	80%
5 yr	Use knowledge from our stores to build a massive online audience.	10%
10 yr	Use momentum to open 10 new stores in synergetic markets.	7%
20 yr	Become a top 10 e-tailer in the health & wellness space.	3%

The %s represent an approximate resource allocation.

This will:

- **HELP YOUR TEAM BETTER UNDERSTAND HOW TO SPEND THEIR TIME**
- **GIVES THEM PERMISSION TO DEDICATE SOME TIME TO THE BIGGER PICTURE LONG-RANGE VISION**

4. Update the slide each year



At the end of 3 years, roughly 75% of your slide should roll over, but you've outgrown your initial 3-year statement.

This is a great time for a major launch within the company.

Remember, your company vision isn't a prediction of **where you're going**.

Your vision should resonate across your team, creating a shared understanding of where you're going and how you'll get there.

So what are you waiting for?

If you made it this far, you'll love my newsletter.

I deep dive into
leadership & startup
topics every week



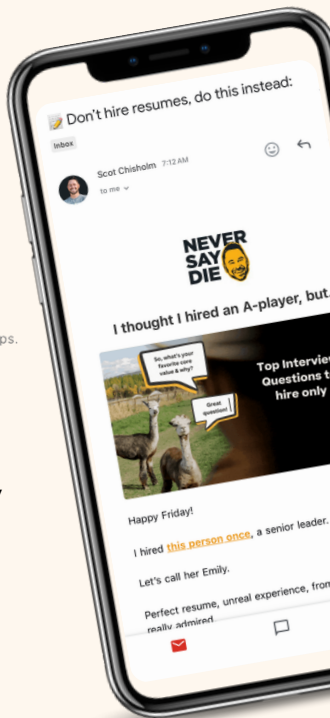
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4x founder & CEO 📧 Talking leadership & startups.

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Go from founder to world-class CEO

I recently launched an accelerator for **founders looking to scale**.

It's like Y-Combinator, but for the scale phase.

If you want to **learn more**, click the link in the featured section on my profile.

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