

The Vision Statement describes what you expect your business (department, division, project) to look like in a measurable number of years. Your goal is to create a simple vision sentence.

Within the next year grow

\_\_\_\_\_ company name

into a \_\_\_\_\_  
adjective that fit your business, such as successful, premier

\_\_\_\_\_ Be as specific as possible: local (what cities/counties), regional (what states), global, countries (US, CA), etc.

\_\_\_\_\_ type of company (general description)

providing

\_\_\_\_\_ describe specific products, services, functions, roles

to

\_\_\_\_\_ describe target customer (either internally or externally)

with \_\_\_\_\_ in  
quantity

(whatever is the best measure of your success).

sales  net  gross  Other: your measurement here