

Worksheet: Create Your Brand Vision Statement

This game is designed to guide you through the process of creating a compelling and clear brand vision statement. Follow the steps, answer the questions, and fill in the blanks to develop your brand vision.

Step 1: Define Your Brand's Purpose

Question: What is the core purpose of your brand? Why does your company exist beyond making a profit?

- **Example:** To empower individuals to lead healthier lives.

Your Answer: _____

Step 2: Identify Your Target Audience

Question: Who is your brand serving? Describe your ideal customers.

- **Example:** Health-conscious adults aged 25-45 who seek convenient and nutritious food options.

Your Answer: _____

Step 3: Envision the Future

Question: What impact do you want your brand to have in the future? Describe your long-term goals.

- **Example:** To become the leading provider of sustainable, healthy meal solutions globally.

Your Answer: _____

Step 4: Outline Core Values

Question: What are the core values that drive your brand and its actions?

- **Example:** Sustainability, health, innovation, customer-centricity.

Your Answer: _____

Step 5: Craft the Vision Statement

Combine your answers from Steps 1-4 to draft your vision statement. Use the following structure as a guide:

"Our vision is to (1) _____ for (2) _____ by
(3) _____, driven by our values of
(4) _____."

Step 6: Fill in the Blanks

Using the structure and your answers, fill in the blanks to create your brand vision statement.

Example: "Our vision is to empower individuals to lead healthier lives for health-conscious adults aged 25-45 by becoming the leading provider of sustainable, healthy meal solutions globally, driven by our values of sustainability, health, innovation, and customer-centricity."

Your Vision Statement:

Example Vision Statements for Inspiration

1. **Technology Company:** "Our vision is to innovate for tech enthusiasts and businesses by becoming the most trusted and advanced tech solutions provider, driven by our values of creativity, reliability, and customer focus."
 2. **Eco-Friendly Retailer:** "Our vision is to promote sustainable living for eco-conscious consumers by becoming the leading supplier of environmentally-friendly products, driven by our values of sustainability, quality, and integrity."
 3. **Educational Institution:** "Our vision is to transform education for lifelong learners by becoming the most accessible and innovative learning platform, driven by our values of inclusivity, excellence, and innovation."
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Need some help with this? Schedule a 1:1 with me [here](#).