



# Brand Vision Worksheet

Learn what a brand vision is, why you need one, and how to write yours using our step-by-step worksheet.



## Brand Vision Worksheet

Write down your answer to each question. First, where your business is now. Second, envision where you would like your business to be in 10 years. Before you start, read more about [creating your brand vision](#) on our website.

Question	Now	10 Years from Now
<b>Why do we exist?</b>		
<b>What are we known for?</b>		
<b>What will your company never do?</b>		
<b>Who is our customer?</b>		
<b>What are our goals?</b>		
<b>What services do we provide for our customers?</b>		
<b>How do we make our customer's lives better?</b>		
<b>What is the culture of our organization?</b>		
<b>Why will individuals want to become part of our community?</b>		
<b>Why will people want to work for our company?</b>		

**Remember**

Your brand vision describes what lasting difference you want your company to make in the future. Ideally, your statement should be one sentence, focused on helping the world as a priority rather than profits. Your brand vision should not explain how you are going to achieve your vision (that is what your brand mission is for.)

**Think Big**

You need to have big plans for your brand. Your vision should not restrict yourself to a single category or even industry. Instead, your brand vision should aim at solving critical issues faced by your customers. Your customers don't care what industry you are in, all they care about is whether or not you can solve their problems.

**Focus on the Customer**

Your brand vision should be created with your customer as the focal point. Frequently, companies focus too much on products rather than fulfilling customer needs. Focusing on your customers will help you create a vision that makes business sense. Customers will find your brand vision more relatable since it was created with them in mind.

**Stability**

Regardless of whether you update your logo, revise your marketing strategy, or even relocate your business; your long-term vision of the good you intend to do in your world should remain stable.

**Flexibility**

Ideally, you will not need to update your vision statement because it has been crafted with long-term goals in mind. That being said, because business operates in a dynamic environment, there is the possibility that your vision may need to be revised. If your vision becomes outdated then the people in your organization and customers will no longer be inspired by it.

**Commitment**

Your brand vision will only be effective if you are committed to it. You will need to lead the way. It will take more than a quick mention at a company meeting. You will need to discuss your brand vision with everyone involved in your organization over and over before people will believe you are serious. It will need to be highly visible on your marketing collateral including your company website, internal communications, tradeshow materials, brochures, email footers, phone scripts, etc...

## Now It's Your Turn

You can start crafting your brand vision using the answers from the brand vision worksheet. When crafting your brand vision it can be helpful to use one of the following templates as your guide:

*To (provide, give, create, make, etc...) a (healthy, happy, productive, safe, etc...) (world, place, dream, reality, existence, etc...) for (the group of people you want to help).*

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Using these templates to write your brand vision will keep profits out of the equation and focus your thoughts on how you are helping your customer

Hash it out with your team and refine your rough drafts into a single idealised sentence describing the good your company plans to do in the world. Remember to keep your final draft short so it will be easier to communicate and gain the commitment from others.

To be effective, your brand vision will require a lot of support. Your vision must become intertwined with every aspect of your organization's culture. The leadership team within your organization is responsible for communicating your vision regularly. Most importantly, both short and long-term decisions made by your organization must support the objectives of your brand vision.

Use the space below as a brainstorming area:

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