

VISION WORKSHEET

When beginning to write your personal or corporate vision statement there are some guidelines and principles to consider. Below are key guidelines and principles to consider:

- Review Checklist Vision Checklist.
- Answer the question “What is the future I am fighting for?” in 250 words.
- Review other Vision statement examples.
- Pray about how to whittle your vision statement down to 7 to 11 words.

When creating your personal vision, it is important to understand the vision statement checklist.

VISION STATEMENT CHECKLIST

Vision Checklist

- 1) Simple
- 2) Easy to Understand
- 3) Portable
- 4) Inspiring
- 5) Empowering
- 6) Detailed
- 7) People Oriented
- 8) Memorable
- 9) God Factor (go outside your personal effort)

So now we understand the checklist lets begin to build the actual sentence. The sentence is 7 to 11 words with no conjunctions (it is very rare that a conjunction will be used).

The sentence is built on reality and the past, but points to the future. In order for your vision to make an impact it should be shared.

The first question to ask yourself when thinking about your vision is “What is the future you are fighting for?”

Answer this question “What is the future I am fighting for?” in 250 words or less and then begin to whittle your vision down based upon the checklist above.

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Here are some great vision statement examples and Vision Architecture examples from executives and athletes that I have the fortunate opportunity to work with over the years.

Steve - Achieving mind blowing dreams for a better world.

Joe - To End Slavery.

Jason - Capturing life moments for every executive and professional athlete on the planet.

Susan - Share the life everywhere, everyday.

Scott - Transforming lives by building creative outlets everywhere in the world.

Jessica - Capture every heart through creatively communicating the art of being present.

Jesse - Strategically impacting everyone I meet.

Bryce - I impact sports fans daily, everywhere on the planet.

Mark - I maximize everyone's potential for a healthy active life.

Abbi - Transforming the world by healing broken hearts.

Olden - Everyday I impact the world for Kingdom purposes.

Mark - I am the best life skills teacher on the planet.

Jon - Everyday I am passionate about building hope.

Tayron - Everyday I am calm in the storm.

Jessica - Everywhere I go, I help others create order out of chaos.

Krunti - I bring vision to life through sound, everywhere in the world.

Kid - I discover visual intelligence daily.

Andrew - I am passionate about seeing families succeed, everywhere in the world

Andrew - I transform lives one person at a time.

Mark - Everyday I create opportunities for elevation.

Neal - I will raise standards all around the world.

Myron - I put God in front of every thought, decision, and victory.

Anna - I create experiences that inspire joy to people of all ages.

Dupsy - Equipping builders in their callings.

John - Everyday I build better opportunities.

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Hala - I provide supportive environments for building dreams.

Justin - Impacting the world through creative discovery.

Mike - I am passionate about the pursuit of excellence.

Tanya - I am the voice of hope to the world.

David - To create Christian harmony throughout the world.

Drew - I challenge complacency every single day

Rick - Everywhere in the world I am inspiring citizens to preserve liberty.

Corey - I inspire and grow others everywhere on the planet.

Ernest - Liberating the world with the love of Christ.

Jeremy - To become a world class athlete.

Sabrina - Everyday, I capture moments worth sharing.

Vish - I am a world champion of culture change.

Neal - Every minute I love to discover purpose in every situation

Cathy - I harness the power of theatre for innovation.

Todd - Building a financial empire, everyday.

Kelly - Everywhere I walk, I am a catalyst for positive change.

Kofi - I rejuvenate business daily.

Jarret - I inspire creative thought everywhere on the planet.

Patrick - I am radically passionate about the changing generations.

Stephen - To be #1 caring company on the planet.

Gregg - Help people everywhere live the 7 words.

Mark - We maximize everyone's health potential.

Larry - 100 thousand strong.

Hockey Hut - To maximize athletic development, everyday.

Seeking Hope - Inspiring hope and healing to everyone in crisis.

FCA Hockey - To impact the world for Jesus, one player at a time.

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VISION ARCHITECTURE FOR BUSINESS EXAMPLES

The Hockey Hut Vision Architecture

Vision: Maximizing athletic development, everyday.

Mission Statement(s):

- We promise to be authentic, honest, and transparent.
- We promise to be prepared for every session.
- We promise to deliver a personalized developmental plan.
- We strive to build trusted, lasting relationships with our athletes and parents.
- We promise to execute with focused intensity.
- We promise to be prompt and timely in our communication.

Brand Promise: You will become a better athlete, at every session.

STOA

Vision: Speaking boldly. Changing the world for Christ.

Stoa exists within the Christian Homeschool speech and debate community to:

- Facilitate opportunities for competition and training.
- Build a world class community.
- Equip Christian coaches in the art and science of public speaking and debate excellence.
- promote the development of a Biblical worldview.
- Share the benefits of speech and debate around the world.
- Start new Stoa speech and debate clubs around the world.

Core Values:

- We are committed to following established policies and procedures.
- We are organized and communicate effectively.
- We promote transparency and servant leadership.
- We communicate a clear vision and mission.
- We promote integrity and honesty in every situation.
- We recognize competitive excellence.

Brand Promise: We promote opportunities for Christian homeschool speech and debate.

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Horn Goaltending:

Vision Statement: Everyday I develop athletes to reach their maximum potential.

Mission Statements:

- We are passionate about promoting athletes.
- We mentor athletes on a daily basis.
- We develop goaltenders to reach their full potential.
- We are passionate about raising future community leaders.

Core Values:

- We are passionate about building trusted relationships.
- We are resourceful in every situation.
- We are thoughtful of everyone's concerns.
- We are honest in our communication.
- We love spending time with family.

Brand Promise: We create an environment for athletic growth and development.

This Seasons Colors Vision Architecture

Vision: Bringing unity to every community.

Mission:

We aspire to bring unity to our community through:

- Encouraging
- Connecting
- Advocating
- Empowering
- Giving

Core Values:

- We appreciate good listeners.
- We love communities and families that are in unity with each other and their heavenly father.
- We value quality customer service.
- We appreciate people who honor their commitments.
- We love when people use honor the gifts and power they have been given.
- We appreciate and value people who honor authority.
- We value the unseen and isolated.

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Seeking Hope Vision Architecture

Personal Vision: Everyday, I inspire hope.

Organization Vision: Inspiring hope to everyone in crisis.

Mission Statements:

- We provide an emotional support plan through training and development.
- We reduce stress in the midst of crisis.
- We bring the armour of God with Biblical truth to battlefields across America.
- We inspire organizations to build teams to care for those in crisis.

Core Values:

- We love people who are transparent and real.
- We are on time every time.
- We love and respect people who are passionate about personal development.
- We love people who are willing to move forward.

Brand Promise: We teach and train emotional first aid techniques rooted in God's promise for hope and change for those in crisis.

Narrative: Inspiring and educating people to care for one another in crisis using emotional first aid techniques, while assisting organizations to build emotional crisis response teams, rooted in God's promises for hope and change.

Rosalind Music Vision Architecture

Vision: We are connecting isolated people with Jesus through music, everyday.

Mission Statements:

- Finding outreach opportunities to reach the isolated.
- Connecting the isolated to a Christian church body.
- Teaching about having a personal relationship with the one true God.
- Building fully devoted followers of Jesus Christ by offering to speak, sing, or meet and greet church bodies to talk about my testimony for free.

Core Values:

- I value ability to follow God given rights.
- I value and appreciate restraint and self discipline.
- I value self awareness and self reflection.
- I appreciate God directed human morality

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3G (God, Growth and Guts) Vision Architecture

Vision: Empowering global movements, everyday.

Mission:

- We want to share Him with the world through God, Growth, and Guts.
- We want to encourage, inspire and empower individuals.
- We will share Him with the world through God by preaching and speaking and providing encouragement.
- We will share Him with the world through growth by providing discipleship, mentorship, emotional, and academic inspiration.
- We will share Him with the world with reliance and guts by empowering individuals with the plan, evangelism, faith, and confidence to move forward on their God given dreams and aspirations.

Core Values:

- We appreciate people who are empowered by their power and authority.
- We love empowered individuals.
- We love to empower individuals and teams.
- We love people who seek and fight for their self worth.
- We love to inspire groups of people.
- We love to empower individuals and teams.
- We love people who take action.
- We love game changers.
- We love people that are driven by faith, perseverance and grit.
- We love men and women of God that glorify their talents and abilities.
- We love people who build God's kingdom not their own.

Build Brand Promise: We open the door for inspiration and empowerment.

Basic Problems:

- People that have been beaten down and have no hope.
- People have been chained/handcuff to an idea or thing that they can or cannot do.
- Disabled athletes that have been told that can or cannot do something.

Solution: I can do it and I can build an army to do it with me.

What is the future you are fighting for?

We all have the ability to spark movement and create change in the world around us but we have chained ourselves to the world's expectations and traded the Great Commission for the American dream. In other places they fight and die to see change while we sit and watch.

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Keeping It Personal Vision Architecture

Vision: Bringing women together from every city across America.

KIP Mission Statement(s):

1) Connecting women business owners and entrepreneurs through the refine community.

“And let us consider how to stir up one another to love and good works, not neglecting to meet together, as is the habit of some, but encouraging one another, and all the more as you see the Day drawing near.” - Hebrews 10:24-25 ESV

“For where two or three gather in my name, there am I with them.” - Matthew 18:20 ESV

2) Improve relationships:

- We will have meaningful conversations.
- We will be present with our time together.
- We will give Generously be, serving, leading and loving each other.
- We will respect each other.
- We build trust Trust will unconditionally trust each other.

“Be completely humble and gentle; be patient, bearing with one another in love. Make every effort to keep the unity of the Spirit through the bond of peace.” - Ephesians 4:2-3

3) Forever learning: Offering tools to feed and nurture growth personally, professionally, and spiritually:

- Online courses- 3 Courses
- Gatherings
- Conferences
- Retreats
- Coaching

“Let the wise listen and add to their learning, and let the discerning get guidance.”
- Proverbs 1:5

Core Values:

- We serve. We lead. We Love: We desire to bless the socks off of every person we have the opportunity to connect with whether we work together or not and sow generously into the lives of others.
- We discover Truth: There is always hope. Don't have all the answers, but we face every challenge with solutions mindset. No matter how long it takes, we persevere embracing new ideas and commit to forever- learning. We ask questions. We listen.

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- We encourage Balance: In all areas: Emotional. Spiritual. Health and Wellness. Financial. Professional. Relationship. This is where we thrive.
- We empower. We Equip: We are part of the path, a stepping stone offering tools to feed and nurture growth, personally, and professionally.

KIP Brand Promise: We provide tools to feed and nurture growth personally, professionally, and in our faith.

KIP Slogans:

- Discover Truth. Embrace Love. Experience Joy.
- Where Faith and business fit together.
- Come as you are, take your next steps with purpose.

Hope Reins Vision Architecture

Vision Statement: We Inspire true hope and healing for every child.

Mission Statements:

- We comfort the hurting and broken with God's redemptive love.
- We connect hurting children with rescued horses.
- We offer hope and healing through Jesus Christ.
- We share authentic and transparent stories.
- We collaborate with organizations that support hurting families.
- We support transformational giving.
- We are committed to trusted and authentic relationships through our community.

Core Values:

- We believe that God is our source, Jesus is the way and the word never changes.
- We desire honest communication.
- We are responsible for our actions and words in all situations.
- We unconditionally love children.
- We appreciate and love every story.
- We love authentic and transparent relationships.
- We seek the lord and treat people with grace in each situation

Hope Reins Brand Promise: We provide opportunities for hope and healing.

Slogan: True Hope. Real Healing.