

# Create your vision statement

*The most successful people and organisations have three things in common:*

1. Extreme clarity of vision.
2. Strong guiding principles or values.
3. Flexibility around the strategies and paths for achievement.

**A vision statement is an essential part of their success and helps to crystallise your thoughts.**

*A vision statement is:*

- a high level or over arching statement that describes what you want your life to be like and the principles or values you want to live by. It includes three main areas:
  - what important things you want to have,
  - what contributions and accomplishments you want to make,
  - and what type of person you want to be.
- like a personal constitution or written standard by which all options and decisions are tested and evaluated. It acts as a beacon to guide and inspire you.
- like a core solid foundation that seldom changes, in contrast to strategies, goals and action plans that frequently change in response to a changing environment.

**Asking the following questions may help you to identify the key ideals to incorporate in your vision statement:**



Where do we want to be?



Where are we now?



What will we do to get there?