



ARTICULATE YOUR BUSINESS VISION

What do you really want to achieve?

Worksheet

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CATANDRA

TRANSFORMATION THROUGH PEOPLE

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Define your Vision

BUSINESS VISION IS THE DREAM OF WHERE WE SEE OUR COMPANY IN THE FUTURE, IT IS THE IDEAL STATE THAT IN THE LONG TERM WE STRIVE TO CREATE.

Once we know what our vision is we can develop strategies to get there, the purpose of this exercise is to help you articulate your vision and then explore how you can take physical steps to move forwards. For example:

“To be the largest UK supplier of vegan shoes operating a zero-waste supply chain, delivering a personalised service from a team who are excited by coming into work”

In this hypothetical example we can immediately highlight 4 parts of the vision that begin to create action points:

To be the largest UK supplier of vegan shoes

To achieve this we need to be making or buying a range of products that will sell and keep people coming back.

operating a zero waste supply chain

This means managing the entire supply chain to eliminate waste and delivery miles.

delivering a personalised service

We may be offering a bespoke service allowing customers to customise their shoes.

from a team who are excited by coming into work

Our employees enjoy work and are engaged with what we do enabling us to deliver this vision.

SO HOW DO WE APPLY THIS TO OUR BUSINESS?

Write down all the words or phrases that you want your business to be associated with under the following headings (only use those that you feel apply), think big and audacious.

We want clients and customers to focus on what we actually do and how our products/services benefit them.

Tip: If you are struggling initially focus on single words and brainstorm around those or ask for input from others.

Market/customer values

e.g. Market leader in telecoms solutions, ethical, honourable

Insert text...

Once you have some ideas we draw them together to create 1 or 2 sentences that begin to define the vision.

At this stage we are not looking for perfect, we are trying to understand what you, your team and the business want to stand for. For inspiration here are a few well known company visions:

Amazon.com - *Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.*

Harley-Davidson - *To fulfill dreams through the experiences of motorcycling.*

IKEA - *To create a better everyday life for the many people.*

Microsoft - *To help people around the world realize their full potential.*

Uber - *Make transportation as reliable as running water, everywhere, for everyone.*

Notice that these generally revolve around the end customer, what we want to do is create a vision that embodies your business and creates a focus on your people.

If we take Uber as an example, they have been highly successful in providing a service to customers but come under constant fire for how employees are treated and the impact they have on the cities they operate in.

To engage your people to support you in delivering your growth and profits they should feature in your company vision.

Write you final vision statement here:

Referring to the vegan shoes example highlight 3-5 parts of this vision that we can act on and what those actions look like:

Part 1:

Action 1:

Part 2:

Action 2:

Part 3:

Action 3:

Part 4:

Action 4:

Part 5:

Action 5:

These action points should capture how you operate going forwards and build towards your vision.

For more resources and further information please see our website www.catandra.co.uk or contact the office directly on 01273 483 438.