Notes	
	BRAND VISION EXCERCISE: STEP #1
	Write down answers to these questions:
	Where is the brand right this minute?
	A
	How does it make you feel?
	A
	13 How would you describe it to a close friend whom you were
	not trying to impress?

Put thoughts down on paper, write without restrictions—no judging! Later we can edit and refine these ideas but first we have to have a starting point to work from. Have fun!



Notes	
	BRAND VISION EXCERCISE: STEP #2
	What does success and the future look like?  Dream big but be reasonable—rooted in reality, but audacious enough to hope for a better future. Try to be as descriptive as possible, not only of what the future looks like but what it feels like too. What meaning does it hold for the employees and customers? How important is it to their lives and why?
	A Company of the Comp
	<b>Next:</b> Read over what you have written in the previous four questions and consolidate each question into a couple of concise statements.
	Q1:
	Q2:
	uz.
	Q3:
	Q4:



BRAND VISION STATEMENT	
Now, consolidate what you wrote into the following format.	
First the Current Status:  Move my brand from (insert from your SWOT assessment: strengths & weaknesses)	
Plus, the desired future status:To being a brand that (insert goal and/or purpose)	
By (insert your strategy)	
(add a compelling Why you do this at the end).	
(See side bar for an example)	
Move	
from	
to being a brand that	
	,
by	
(why)	
(why)	

Great Brand Vision Statements describe where you are moving from, where you are going to and by what means you are getting there. The best visions are inspirational, clear, memorable and concise.

## Example

## Lego's could be something like:

Move Legos **from** being the third largest global toy manufacturer **to** being a brand that invents the future of play, **by** transforming the way that learning takes place **(why)** to inspire and develop the builders of tomorrow.

## **Vision Statements**

**Lego:** 'Inventing the future of play'
We want to pioneer new ways of playing,
play materials and the business models
of play - leveraging globalization
and digitalization...it is not just about
products, it is about realizing the human
possibility.

**Habitat for Humanity:** A world where everyone has a decent place to live.

**San Diego Zoo:** To become a world leader at connecting people to wildlife and conservation.

**Cleveland Clinic:** Striving to be the world's leader in patient experience, clinical outcomes, research and education.

