



# The GOOD & BAD of a Vision Statement

กิตติพงศ์ เตมียะประดิษฐ์

If you can articulate a vision that makes people passionate, there are so many amazing things you can do.

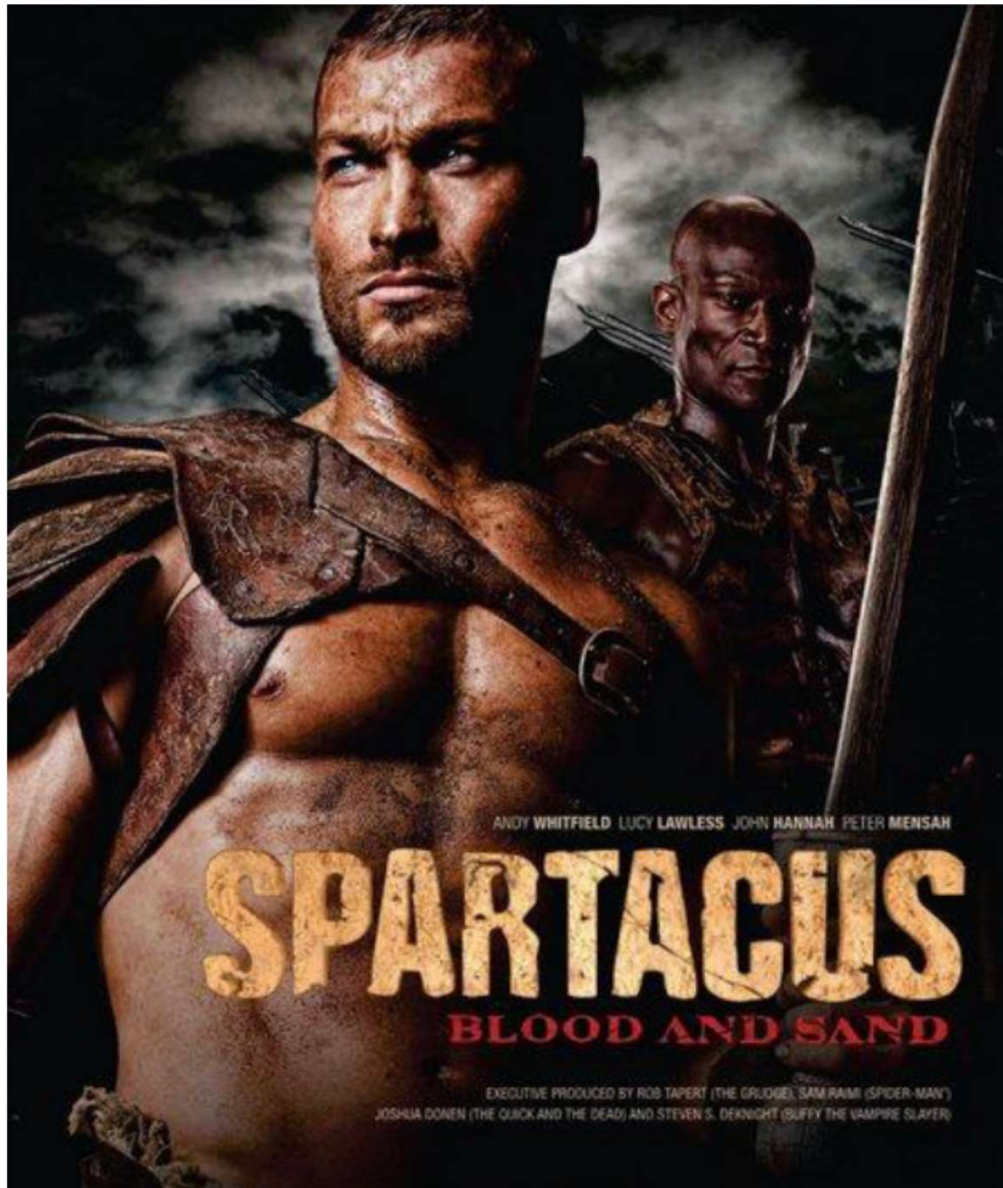
—**Dr. Sophie Vandebroek**  
*Xerox Corporation*



# CHARACTERISTICS

*...of an Effectively Worded Vision Statement*





Inspiring

*It motivates everyone involved to contribute to something bigger than oneself.*



Paint a Clear Picture

*Clearly paints a picture of what the company will become.*





Desirable



*It makes good business sense & is in the long-term interests of stakeholders.*

Unique

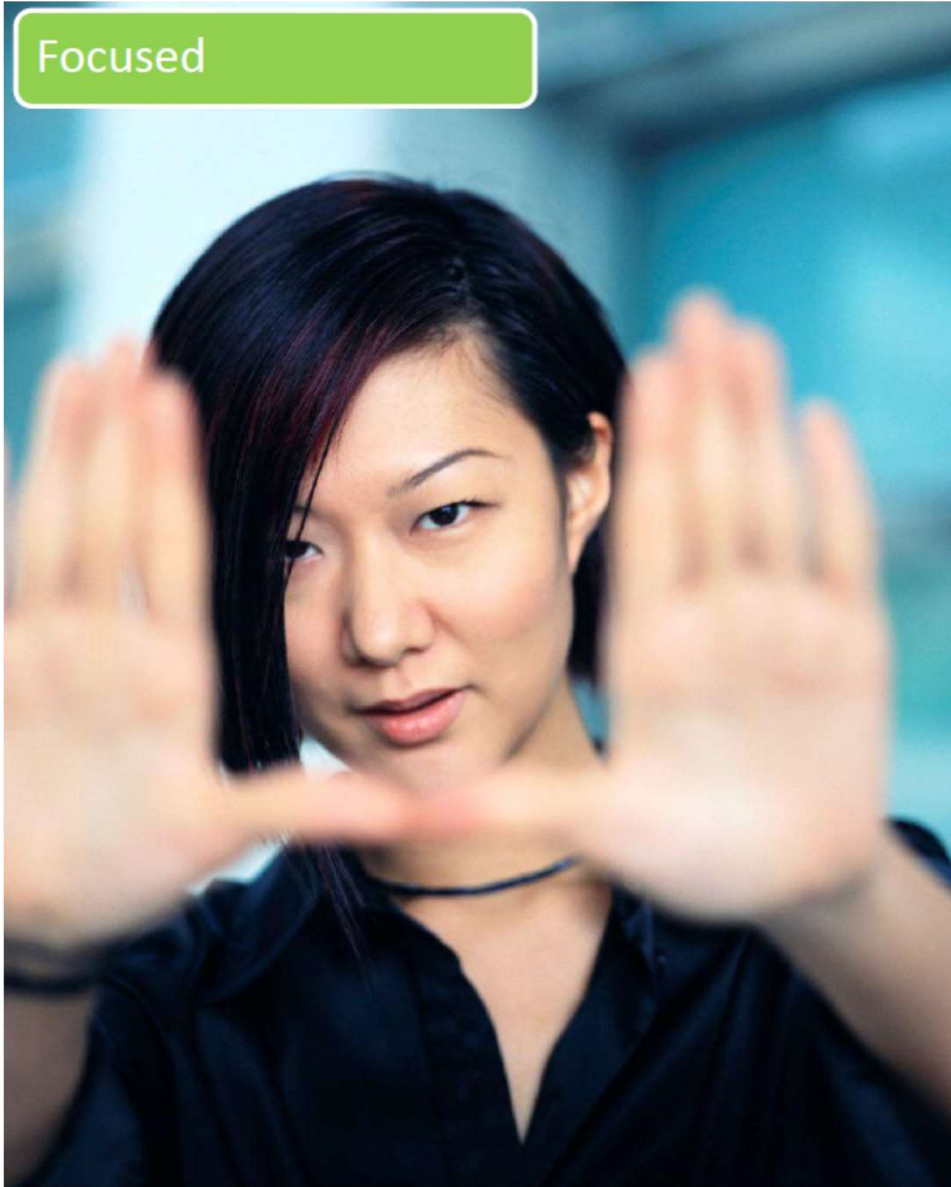


Worth1000.com

*Different from the pack.*

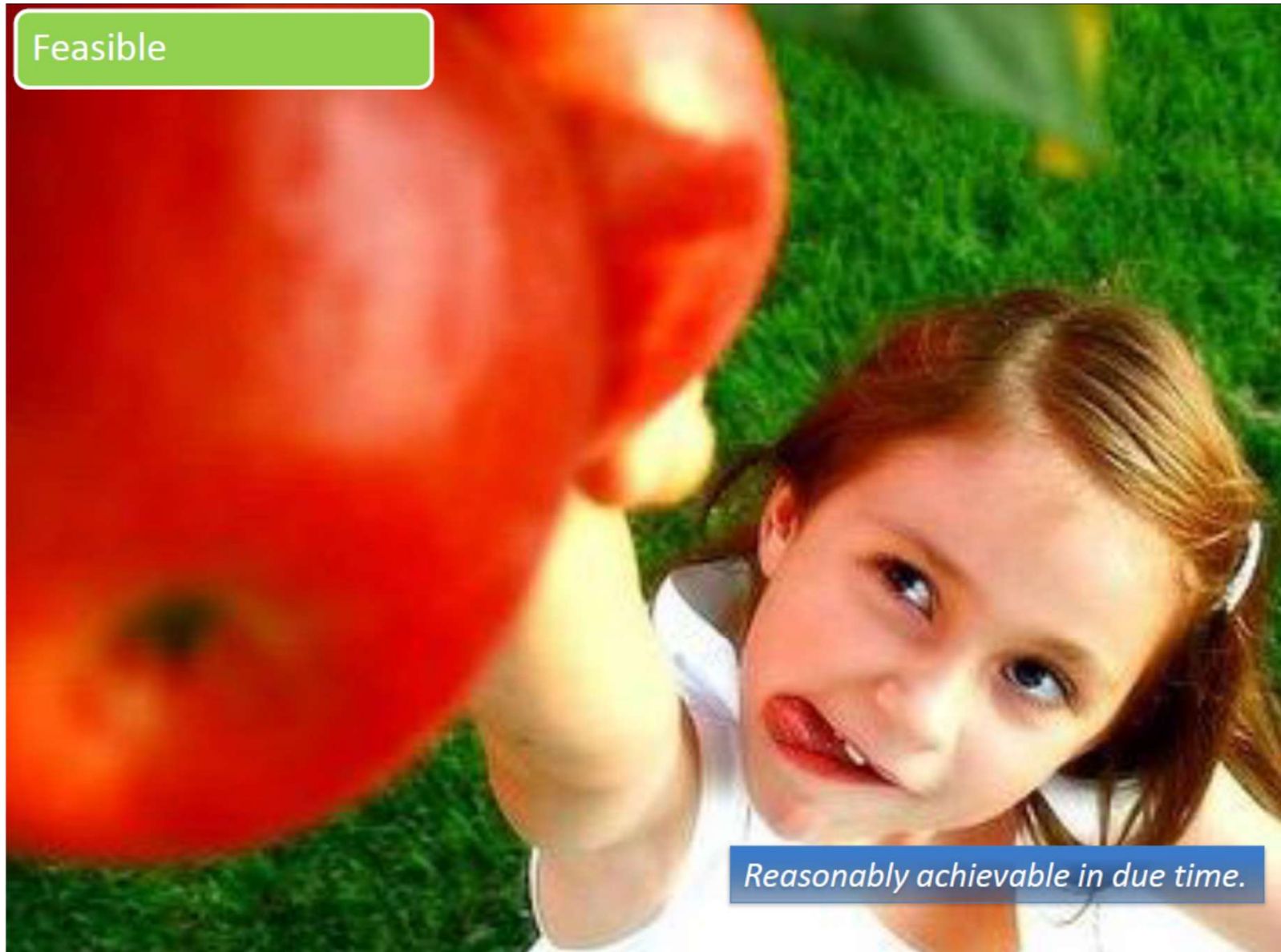


Focused



*Is specific enough to provide managers with guidance in making decisions and allocating resources.*

Feasible



*Reasonably achievable in due time.*



Easy to communicate

*Easy to explain & ideally can be reduced to a simple & memorable slogan.*





# CHARACTERISTICS

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# Shortcomings

*In Vision Statements*



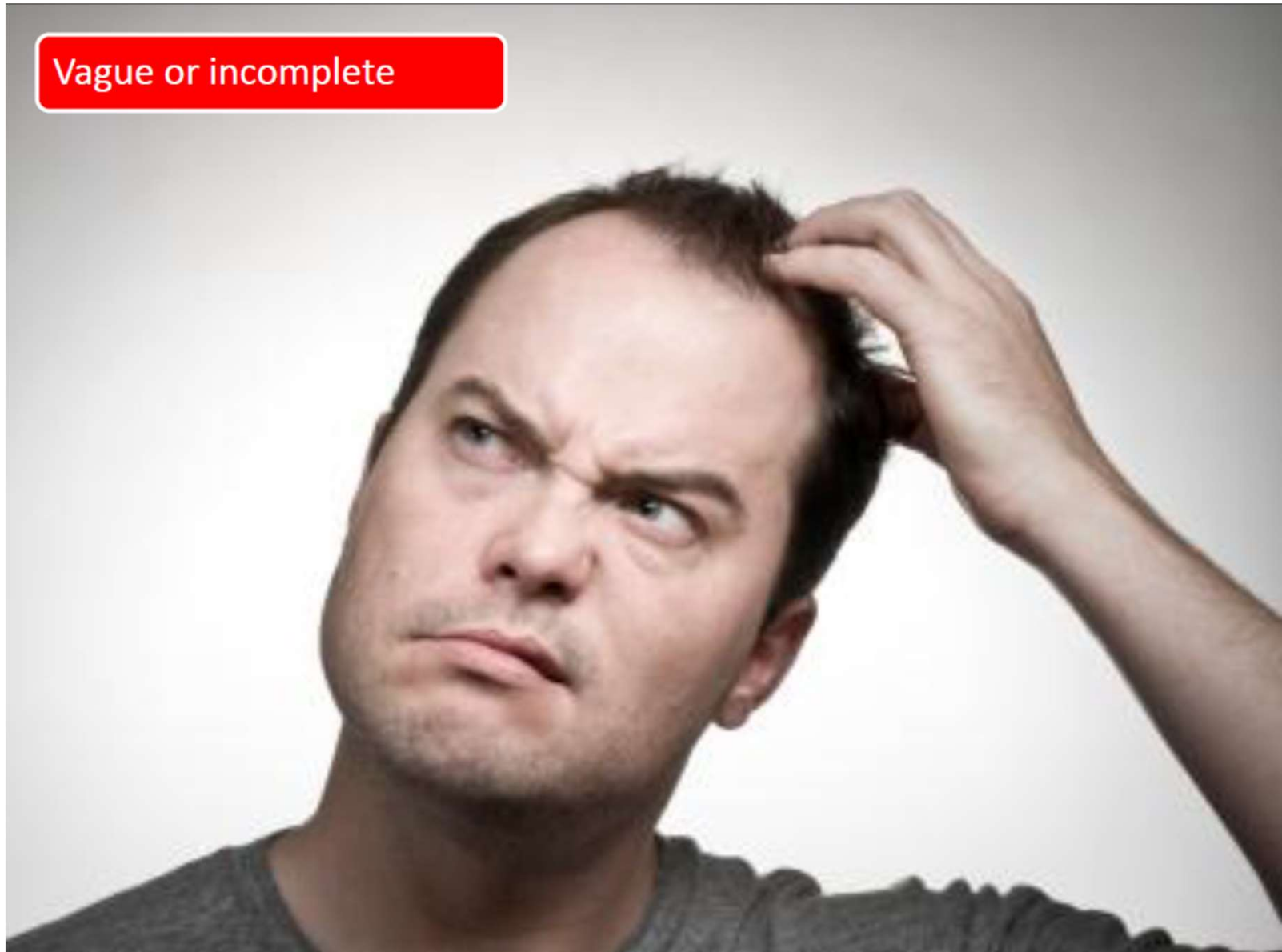
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Bland or uninspiring

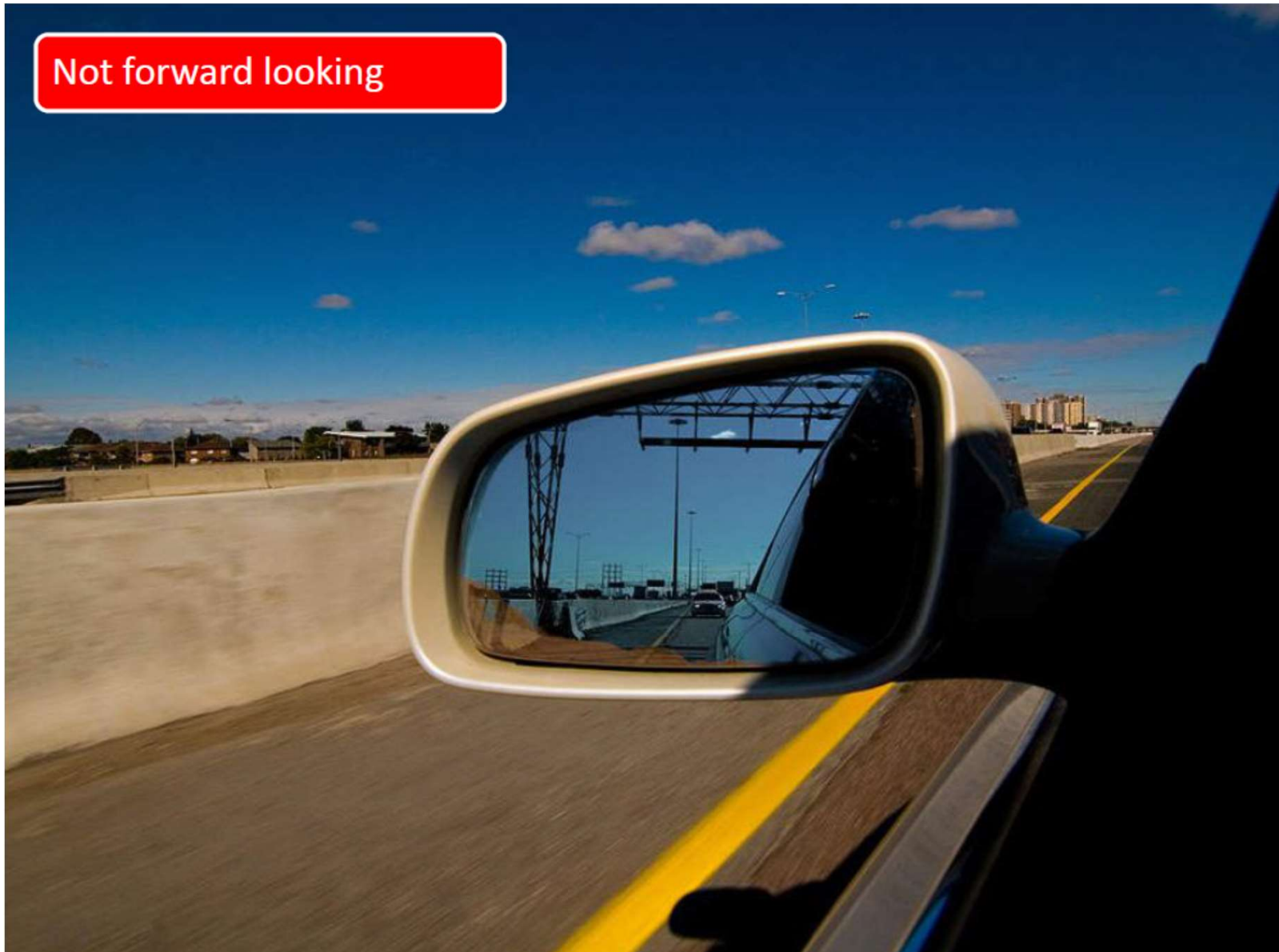




Vague or incomplete



Not forward looking



Not distinctive





Too Broad/Too Specific



Too reliant on superlatives

SWEET  
SUPER  
DUPE  
AMAZING  
GREAT!  
AWESOME  
CRAZY  
GOOD  
ASTONISHING  
INSANE  
FANTASTIC  
TREMENDOUS  
PRODIGIOUS  
SENSATIONAL  
HUGE  
MIND BLOWING  
DELICIOUS  
STUPENDOUS  
FIRST RATE  
UNBELIEVABLE  
MARVELOUS  
PRIMO  
TREMENDOUS  
HUGE

---

Difficult to Communicate





# Shortcomings

*In Vision Statements*



Bland or uninspiring

Vague or incomplete

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Not distinctive

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Difficult to communicate

# “Be the global leader in customer value” Caterpillar



What do you think...?

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“Provide a global trading platform where practically anyone can trade practically anything”

eBay



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*"To land a man on the moon and return him safely to earth before the end of the decade."  
- US President John F. Kennedy, 1961*



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## “Crush Adidas” Nike, 1960



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# “To be the number one athletic company in the world” Nike, Present



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“ ..... ”

## Your Company



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# Mission Statements

- “who we are, what we do, and why we are here”
- Identify the company's products or services.
- Specify the buyer needs it seeks to satisfy.
- Specify the customer groups or markets it is endeavoring to serve.
- Specify its approach to pleasing customers.
- Give the company its own identity.