



Sample Vision Statements



Below are a series of vision statement from different companies and organizations. Some are clearly better than others. Use these as food for thought. Remember, a vision is not a goal—it's an ideal for the future. It's bold and aspirational. It should embody your core purpose, reflect your values, and envision a different future—all [ideally] in one short sentence! Collaboration is key, so stakeholders have a sense of connection—or “buy-in”—to the envisioned future. Your vision is how you will change the world—right in your own community!

Vision statements come in all shapes and sizes. The best ones are “rallying cries” for change (or desired future states). Some organizations (purposely or otherwise) combine Vision and Mission (a mission is typically how to achieve the vision). Don't let the semantics of the process hinder you. Remember, along with common values, a shared vision must be meaningful to you and your stakeholders; it binds people together and points to the future; your shared vision for the future ignites passion and inspires engagement. Collaborative leadership propels execution and creates momentum—and momentum makes the vision real and stirs a sense of inevitability for your desired future state.

Corporate Samples

SOUTHWEST AIRLINES

Our vision . . . To become the world's most loved, most flown, and most profitable airline.

AMAZON

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

IKEA

Our vision is to create a better every-day life for our customers.

GOOGLE

Google's vision is to organize the world's information and make it universally accessible and useful.

MICROSOFT

Microsoft's vision is to create experiences that combine the magic of software with the power of Internet services across a world of devices.

Nonprofit/Cultural Samples

ALZHEIMER'S ASSOCIATION

We envision the world without Alzheimer's disease.

SMITHSONIAN

Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world

KIVA

We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others.

BRITT MUSIC AND ARTS FESTIVAL

Britt Music and Arts Festival will be a nationally recognized, financially sustainable arts campus destination that embraces artistic risk-taking through exploration, collaboration and creation that intentionally integrates education and performance.

AMERICANS FOR THE ARTS

Our vision is that the arts are recognized as integral to the lives of all people and essential to healthy, vibrant and equitable communities across the nation.

40 WEST ARTS DISTRICT

We envision the energy of arts and culture leading the re-emergence of the historic West Colfax corridor as a vibrant creative corridor and a memorable destination.