



MIND FLEX

Leadership
Programme

VISION

STATEMENTS

WHAT IS THE FUTURE FOR YOUR BRAND?

A leadership vision is the ability to concentrate on the most important aspects of self or business, such as what you want to achieve and what type of leader you aspire to be.

It defines your identity and your principles. A powerful leadership vision can help motivate the people you work with and create the culture you want within your organisation.

Your vision is an aspiration of where you want to be in the future with the people you work with. Having clarity on where you want to go will help you make more meaningful decisions about how you communicate when you know what the end goal is:

- You want to capture what you have done in one or two sentences.
- You want to capture where you aspire to be in the future and who/where you plan to make that impact.

Powerful leadership visions can help attract people to follow the direction and dream of a company.

Imagine the ideal future for your organization. Determine what success would look like for you. Think of what you will be most proud of achieving, what you will require getting there and the problems you are likely to encounter along the way.

LEADERSHIP VISION STATEMENT EXAMPLES



CULTURE

To create a place where people feel like their are respected and encouraged to achieve their full potential. To create an work environment that is both effective and enjoyable.

PERFORMANCE

To become the top performing business unit within the organisation both financially and with staff job satisfaction ratings.

LEADERSHIP STYLE

I will lead my team with authenticity and with a positive attitude. I will place inclusivity and personal responsibility as two cornerstones of the leadership of the team.

PERFORMANCE

I will focus on providing the best level of care to every client and go over and above to solve problems for our team and our customer.

FUTURE STATE

I imagine a future where everyone within the organisation wants to be part of our team. We are a team of high performers that excel in our jobs and have a significant amount of craic doing so.

FEEDBACK

I will consistently ask for feedback from my team and reward employees who display integrity, responsibility and teamwork.

COMPANY



VISION

STATEMENT

EXAMPLES

NIKE

To bring inspiration and innovation to every athlete in the world

*If you have a body, you are an athlete

GOOGLE

To provide access to the worlds information in one click

TESLA

To create the most compelling electric car company of the 21st century

DISNEY

To be the world's leading producer and provider of entertainment and information

MCDONALDS

To be the worlds best quick service restaurant experience

STARBUCKS

To establish Starbucks as the premier purveyor of the finest coffee in the world





Write your Vision Statement

