
The Five Biggest Vision Statement Mistakes and How to Fix Them



“WOULD YOU TELL ME, PLEASE, WHICH, WHICH WAY I OUGHT TO GO FROM HERE?”

“THAT DEPENDS A GOOD DEAL ON WHERE YOU WANT TO GET TO,” SAID THE CAT.

“I DON’T MUCH CARE WHERE—“ SAID ALICE.

“THEN IT DOESN’T MATTER WHICH WAY YOU GO,” SAID THE CAT.”

—LEWIS CARROLL, ALICE IN WONDERLAND





Introduction

For nearly two decades, we've worked with companies to help them stop struggling with loyalty and creates brands that turn customers into fans.

We've discovered five mistakes that people make when creating vision statements that happen frequently and are the biggest saboteurs to creating an effective vision.

If you have a vision statement, fixing these five errors will bring clarity to your business and help you inspire your customers and employees. If you're creating a vision statement, being aware of these five errors will save you time and money that would otherwise be wasted.





Why Having a Company Vision is Key

Put simply, visions creates clarity and unity.

A vision makes people take ownership. When a vision is shared between the organization, employees can align their personal goals with the organization's goals. What employees want out of life can be fulfilled by using their skills to push the organization forward. In doing so, it helps people self-actualize and develop high levels of attachment to the organization's success.



Big Mistake #1: Treating The Company Vision As A Statement

This is the biggest mistake we see people make.

A statement won't do anything for one simple reason: statements can't help you evaluate your decisions. And, that's the main job of a company vision.

How To Fix It

The key to making a vision work is to think of it as a tool.

For a vision to be useful, it can't just be a statement, it has to be a living tool; it's the business's North Star that points the direction of change.

So, when you create your company vision, make sure it can serve as something you can reference to make decisions.



Big Mistake #2: Creating a Company Vision Out Of Obligation, Instead of Purpose

Many people create a company vision because they feel they have to, not because they feel a sense of purpose.

When visions are influenced by outside forces instead of an internal motivation, they lack clarity and are written in a language that makes it hard to understand what achieving the vision would look like.

How to Fix It

A company vision has to come from a desire to change.

This desire for change needs to be motivated by wanting the future to be better than it is today.

It should be able to answer the question: what big goal beyond profit am I motivated to achieve?



Big Mistake #3: Not Connecting The Vision to The Current Reality

Some create a vision that is unrealistic for the company to achieve because of its current capabilities or corporate structures.

Others create a vision that ignores what people love about the brand today.

Both are recipes for disaster because they don't take into account how they will get to where they want to go from where they actually are.

How to Fix It

To connect your vision to reality: ask yourself: does any of your company's history, your brand, or your current operating procedures make it difficult to achieve the vision you want?



Big Mistake #4: The Vision Doesn't Live In The Daily Actions of Employees

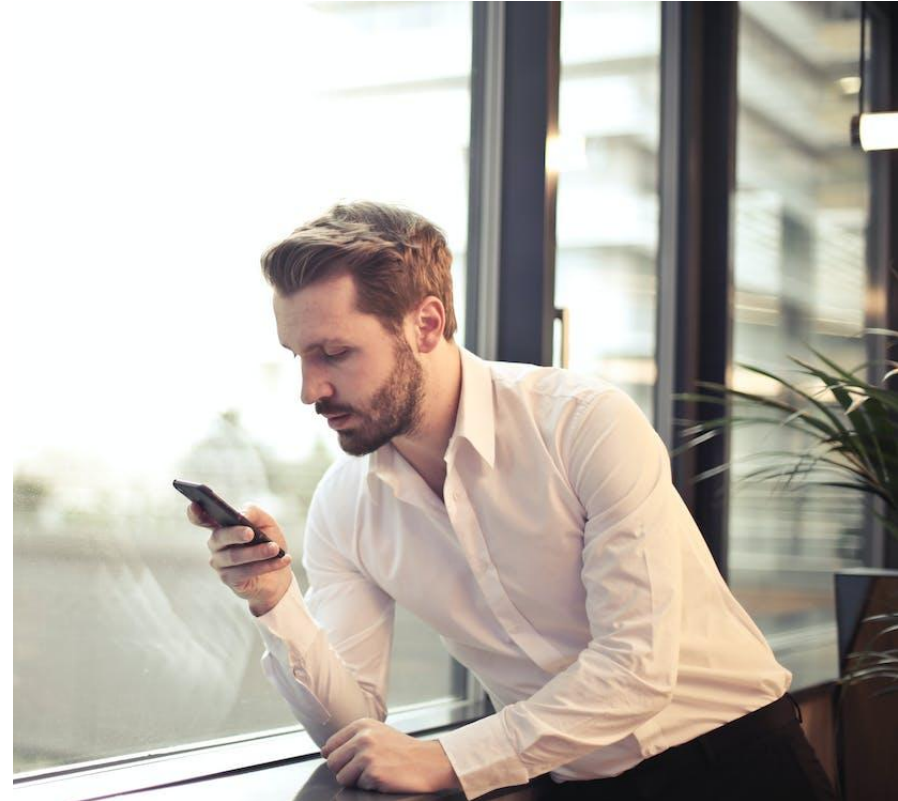
Most company's visions live in the future: it's something to strive towards eventually. Because it lives in the future, it often doesn't get considered in day-to-day decision-making.

And, what usually happens is that a series of decisions that seem beneficial in the moment, end up taking the company in a different direction.

How to Fix It

The real power of a vision is its ability to transform your company into the type of company that can achieve something as ambitious as your vision.

Ask yourself: what systems can I create that will result in behaviors that keep to vision in mind when making decisions? (Hint: core values is a great place to start.)



Big Mistake #5: Creating a Vision That Only Interests the Executives

When you create a company vision it often takes the form of something related to sales, which only executives care about because it's related to compensation packages.

When the vision is only relevant to a few, it can never motivate the many.

How to Fix It

A leader must be able to find a vision that not only motivates themselves but also inspires and motivates every member of their organization. A compelling vision must be inclusive, achievable, and aligned with the values and goals of the organization, so everyone can feel empowered to contribute to its success.

When you create a vision, ask yourself: is this something that everyone in the organization can potentially be motivated by?



Big Mistake #1: *Treating The Company Vision As a Statement*

How to Fix It: Ask: will this decision move me towards the long-term goal or away from it?

Big Mistake #2: *Creating a Company Vision Out Of Obligation, Instead of Purpose*

How to Fix It: Ask: what big goal beyond profit am I motivated to achieve?

Big Mistake #3: *Not Connecting The Vision to The Current Reality*

How to Fix It: Ask: does any of your company's history, your brand, or your current operating procedures make it difficult to achieve the vision you want?

Big Mistake #4: *The Vision Doesn't Live In The Daily Actions of Employees*

How to Fix It: Ask: what systems can I create that will result in behaviors that keep the vision in mind when making decisions? (Hint: core values is a great place to start.)

Big Mistake #5: *Creating a Vision That Only Interests the Executives*

How to Fix It: Ask: is this something that everyone in the organization can potentially be motivated



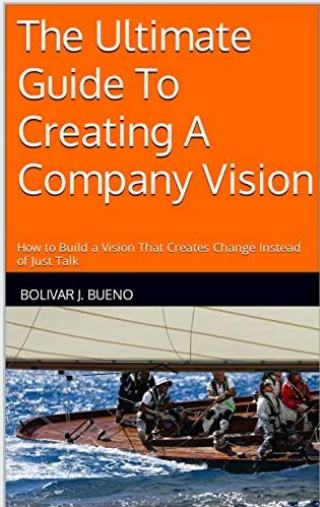


When you create a company vision that doesn't fall into these traps, you'll be ahead of your competition.

They'll still be operating in a fog, constantly guessing what the next move should be and being anxious about constantly trying to outmaneuver their competitors in an unwinnable game. You'll have clarity about your decisions.

You'll be able to focus on making your company into the best version of itself and attract customers and employees that share the same vision of the future that you do.

Where to Go From Here



Get your hands on this invaluable resource today and start creating a vision that propels your company to new heights! [Order now or read free with Kindle Unlimited.](#)

