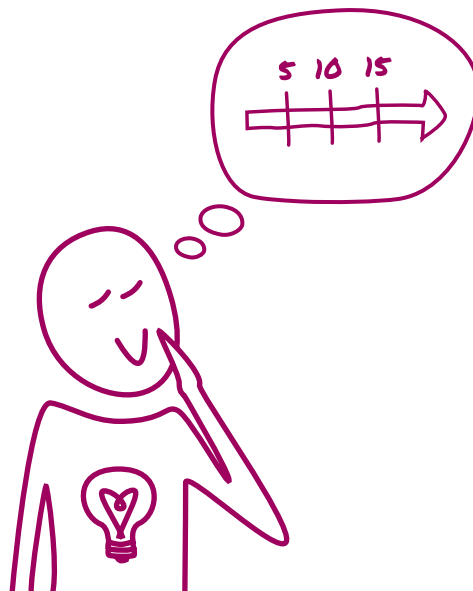


VISION TOOL

WHERE ARE YOU IN 15 YEARS?

This tool will help you define and communicate how you intend to continue creating value. Not by describing your product or your service but by focusing on the role your organisation is fulfilling in the world and the value you create for others on a daily basis.



Your vision is your dreams for the future. It should be future-based, inspire and give direction for your work.

It is a statement stating where your business is in 5 - 10 - 15 years from now. **LOOK UP, AIM HIGH, ALLOW YOURSELF TO DREAM!**

Write your own vision statement by considering these questions:

1. WHAT VALUE DOES YOUR BUSINESS CREATE 15 YEARS IN THE FUTURE?

2. WHAT HAPPENS WHEN YOUR BIGGEST DREAM COMES TRUE?

3. WHAT DOES THE WORLD LOOK LIKE WHEN YOUR BUSINESS IS A SUCCESS?

TIPS & TRICKS

1

Focus on success

2

Use the present tense

3

Use clear, concise, jargon-free language

4

Infuse it with passion and make it inspiring

EXAMPLES FROM THE BIG GUYS

Google: "To provide access to the world's information in one click."

IKEA: "To create a better everyday life for the many people."

WANT TO KNOW MORE?



If you get stuck, you are always welcome to ask questions in the community. And remember to answer other members' questions as well!

No one should do things alone! Remember to reach out. There is always someone who has had the same experience and who is ready to help.

Many people have said and written wise words about the art of pitching. If you are curious and want to dig deeper, there are links to books, TEDtalks and online resources in the [NUKIGA Library](#).



Finally, don't hesitate to contact us at academy@nukiga.dk if you have anything you want to share :)

TOGETHER WE ARE STRONGER, WISER AND RICHER!