



# Vision Statement Toolkit.

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creative

Innovate. Collaborate. Elevate.

# Introduction

A vision statement is more than just a sentence on your website. It's the compass that guides your business into the future. It defines where you're going, what you aspire to achieve, and the impact you hope to make.

A clear vision aligns your team, inspires your stakeholders, and provides direction in times of growth or uncertainty.

This toolkit is designed to help you craft a vision that feels true to who you are, and where you're headed.

# 1. Set the Foundation

- » Decide who should be part of the process — include a mix of voices if possible.
- » Think long term: what does success look like in 5 to 10 years?
- » Refer to your strategic goals — your vision should reflect your broader direction.
- » Keep it concise and easy to remember.
- » Use the future tense to signal aspiration and ambition.
- » Avoid generic phrases like 'to be the best' — make it specific to your business.
- » Make it something people can believe in and rally behind.

## 2. First Draft : Exploration

Start by listing ideas rather than writing full sentences.  
Use the prompts below to explore:

**What do we offer beyond profit? Why do we exist?**

**What do our customers truly want or need from us?**

**What problem are we solving?**

**How are we improving lives, industries or communities?**

## 3. Refine & Review

Now take what you've gathered and reflect deeply. This is often best done collaboratively.

**Highlight the words or ideas that feel strongest.**

**Remove anything vague, confusing or off-message.**

**Is anything missing? Add new thoughts if needed.**

**Begin shaping these into 2-3 clear, meaningful sentences.**

Tip: Let this sit for a day or two, then come back with fresh eyes.

## 4. Finalise Your Vision

Craft your full vision statement below. Remember: it should feel bold, authentic, and actionable.

This statement isn't set in stone — it can evolve with your business and your market.

Once you're happy with it:

- ✓ Decide who should be part of the process — include a mix of voices if possible.
- ✓ Share it with your team and explain the thinking behind it.
- ✓ Use it to guide major decisions and future planning.
- ✓ Display it proudly - in your office, website, presentations, and onboarding materials.
- ✓ Revisit it as your business grows and shifts.