

## Vision Guidelines

### A vision includes:

Clearly articulated core values (deeply held beliefs) and  
the mission (your reason for being)

A picture of what success will look like  
(outcomes)

The single driving force that differentiates you in your market

### A vision is:

Inspirational, galvanizing

Written

Explicit, specific

Reasonable

Used in planning, major decisions

Shared, owned by the major stakeholders