

From the Handbook for Business, the Bible

Supplement 3: More Vision Examples

These VISION statements include a mix of good & mediocre; the point is, the owner/leaders listed here, all had a vision...

- TESLA: *To accelerate the world's transition to sustainable energy*
- NIKE: *Bring inspiration and innovation to every athlete in the world*
- MVMT: (watch-makers) - *Style shouldn't break the bank*
- Warby
Parker: *Buying glasses should be easy and fun. It should leave you happy and good looking, with money in your pocket; everyone has the right to see.*
- SHOPIFY: *Make commerce better for everyone, so businesses can focus on what they do best: building and selling their products*
- IKEA: *To create a better everyday life for the many people*
- TED: *We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world*
- AMAZON: *To be Earth's most customer-centric company, where customers can find and discover anything they might want online*
- Southwest
Air: *To be the world's most loved, most flown, most profitable airline*
- PUTT-PUTT: *We sell happiness...and it's not in a bottle*
- Classic Tours: *We sell dreams*
- SAFEWAY: *The fresh food people*
- AUST ARMY: *A university for leaders*
- CLELANDS: *Total inventory management*
- PADDY LUND: *Dental happiness*
- PRES. KENNEDY: *A man on the moon by the end of the decade*
- FRED SMITH: *Anywhere in the USA...absolutely, positively overnight*
- Crime scene
steam & clean: *To leave a clean and pristine scene*

Question: Are you inspired to articulate and share your vision for a better future?