



Creating A Vision

Types

- Quantitative
- Competitive
- Superlative

Checklist

- 5+ years
- Future tense
- Directional
- Audacious
- Descriptive

Examples

- Google: to organize the world's information and make it universally accessible and useful.
- Amazon: to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.

What Is Your Vision?