

**MODULE 2 - MASTERCLASS 4**  
**CREATE YOUR VISION STATEMENT**

**VISUALISE YOUR  
SUCCESS!**



**TRANSCRIPT**



# Create Your Vision Statement

Hi, it's Suzie and welcomes the next step in the Woman of Confidence Personal Brand Accelerator Course.

How are you feeling? By now, you should believe as you have so much more to share as a more empowered female leader. In this module so far, we have covered much ground in your personal brand development also your brand DNA.

## In Module 2, We Have Unlocked the Keys To Your

- **Brand Story**
- **Core Values**
- **Unique Skills – Superpowers**
- **And The Capacity To Inspire Others With Your Thought Leadership**

There is so much value in your brand work so far! So where to from here? Well, it's time to put your passions and values down to paper to develop and formalise your personal brand vision statement. In this video, we are going to develop and formalise your personal brand vision statement. Your vision statement captures your goals and dreams and paints a powerful picture of your dream for success and the mission you have set for yourself!

## What Makes A Good Vision Statement?

- Short, simple, and specific to your career or business and leave nothing open to interpretation.
- It is clear and powerful, and it encourages you to want to accomplish your vision.

A well-written vision statement helps you consciously create and move from what currently is to what could be. You should also know your vision statement so well that you can deliver it verbally to others at any time! Why? Because all great leaders' today are expected to have a vision and a purpose that drives them and their teams or followers.



We have learned from living through a pandemic that we all need leaders with a vision to keep us going through adversity. To keep us looking forward with hope. Being able to deliver your vision statement anywhere anytime, will enable you to make an impact and position yourself in your leadership space. Helping you to be known and recognised for what you want to be known for.

## **Crafting A Great Vision Statement Will Help You:**

- Define what success and excellence look like to you.
- Express where you want to be in the future and share your vision clearly with others.
- Reflect your values, goals, and purpose, passions, and unique qualities to shape them into your vision for success.
- And your unique qualities to shape them into your vision for success.

## **The Powerful Reasons To Create A Vision Statement For Your Personal Brand**

1. It is an excellent asset to your branding tool kit and key messages, and should be added to your professional profile, pitch, bio, website, and CV.
2. It takes you from focusing on your daily tasks and elevates you to a larger place in the world. Keeping you accountable to your goals and dreams.
3. It helps others appreciate who you are, what you stand for and where you are headed.
4. It can be a part of your brand mantra - keeping you focused on your big picture and motivating you to keep forging towards your vision of success.
5. It will remind you of your greater purpose and carries you through times of uncertainty.
6. All great leaders have the vision to share, and you are no different! It will inspire loyalty and commitment.



## So, Today's Task Is For You To:

- Write a personal vision statement using my 5-step guidelines outlined in today's worksheet.



You will be accessing your earlier branding work covered in the challenge - so keep your discovery work close by for reference.

PLUS, I have an extra challenge for you today! Share your vision statement with someone you know! Because sharing your vision with others - is the first step to greater confidence and creating your desire's success. It will become real to you once you have said it out loud and shared it with someone else! Saying it out loud - makes it real!

And it will empower you! And I'll see you in the next masterclass of the Woman of Confidence Personal Brand Accelerator Course, where we will answer the number 1 question on everyone's lips when they meet you for the first time.

### **What do you do?**

And remember – Belief in your brand as much as it believes in you, and you will unlock your full potential to live the life and career you want!

Being a Woman of Confidence is about shaping the way you live, work and play.

We are focused and persistent, and we push through our fears to make our dreams a reality! Together we can do it!



