



# CRAFT YOUR VISION STATEMENT

## *Workbook*

### MODULE 2 MASTERCLASS 4



CRAFT YOUR **VISION**

SUZIE LIGHTFOOT  
BE SEEN. BE HEARD. BE NOTICED.

## CREATE YOUR VISION STATEMENT!



## VISUALISE YOUR SUCCESS!

*“Capture your goals and dreams and paint a powerful picture of your dream for success!”*

*It's time to put your passions and values down to paper to develop and formalise your personal brand vision statement.*

Your vision statement should be 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!

Use my easy Five Step process to write a powerful and meaningful vision statement that will keep you focused and determined to actively create your life and career goals and dreams.

Let's do this!  
Suzie



## PREPARE!

## ACCESS ALL YOUR DISCOVERY WORK IN THIS COURSE

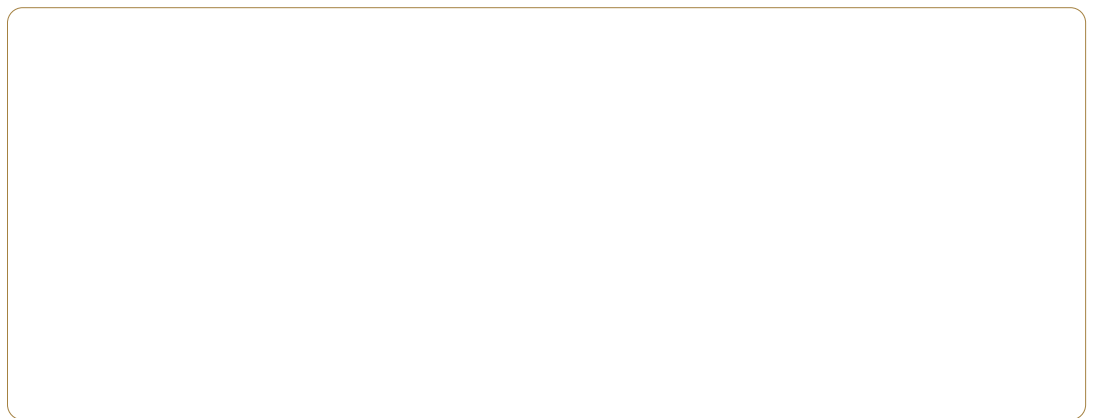
What do you want your future career, business or leadership space to look like? The key to a powerful vision statement is to capture the very essence of what success means to you. Your vision should stretch your capabilities and present an image of yourself and who you believe you can be.

**Note: Prepare by accessing your earlier branding work covered in this course. Keep your discovery work close by for reference when completing this 5 step process to write your personal brand vision statement.**

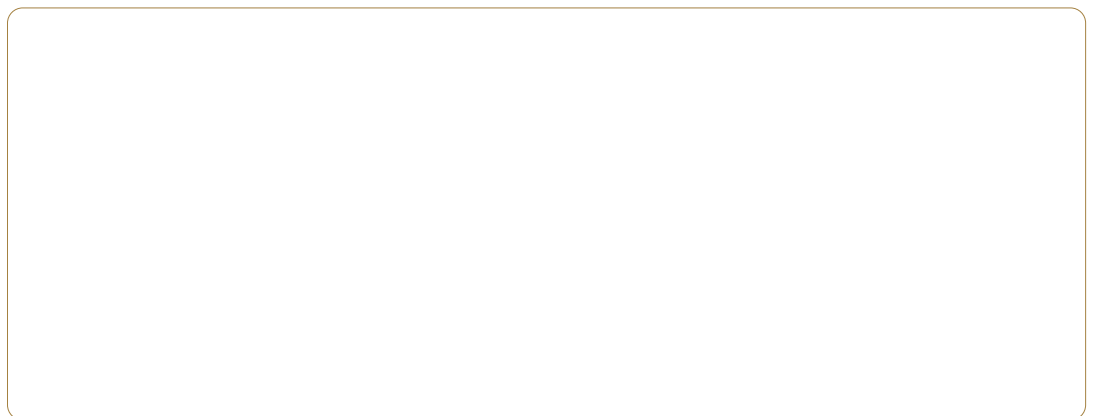
## STEP 1

## ALIGN YOUR BRAND DISCOVERIES TO ANSWER THE FOLLOWING

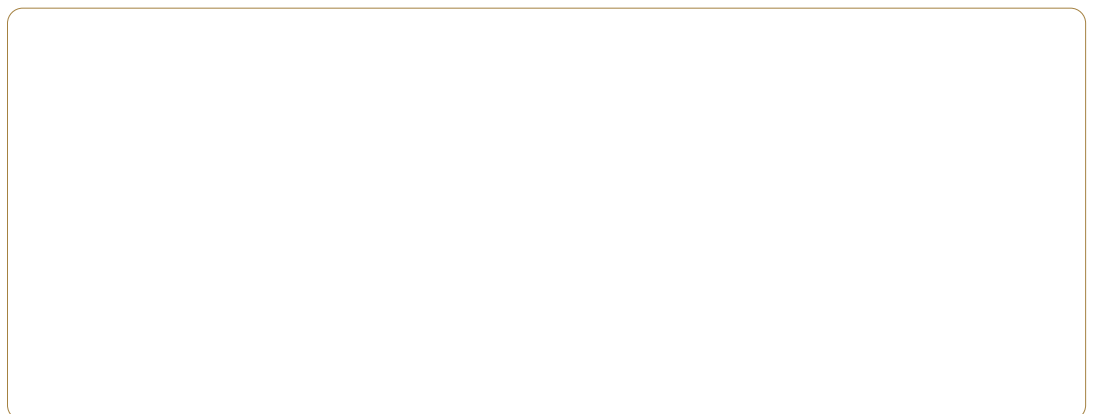
Where are you?  
What are you doing?  
What are you known for?



What is driving you?  
What values are you honouring and how do you feel?



What have you accomplished and who are you serving?  
What is your greater purpose?





## STEP 2 WHAT ARE YOUR HOPES AND DREAMS IN THE FOLLOWING AREAS

Establishing your hopes and dreams is the first step to determining your direction in your life and how you wish to make your unique mark in the world. A life lived in the pursuit of your goals and dreams is not only inspiring, fulfilling its exciting!

Reflect on your wishes and aspirations for the future and list your hopes and dreams in the following categories.

Relationships /  
social/family/  
career



Spiritual/  
Emotional



Finacial/  
Freedom/  
Lifestyle





## STEP 3 ALIGN YOUR BRAND AND LEADERSHIP LANGUAGE

What power words, key phrases, and brand messages can you incorporate into your vision statement to make it meaningful, impactful and consistent? All your messaging must align, connect and resonate across all aspects of your branding, including your vision statement.

Power words



Key phrases



Brand  
messages





## STEP 4 WRITE YOUR DRAFT VISION STATEMENT

Now it's time to draft your vision statement that you can incorporate on your website, professional profile, and positioning statement for your brand and leadership space. Here are some tips to help you:

- *Write in the first person and make the statement capture the spirit and essence of the future you want to actively create.*
- *Incorporate all the most important and meaningful aspects of your vision for your life and career and how you hope to help others.*
- *Be vivid and descriptive - leave people feeling like you are focused and driven.*
- *Be inspiring! Make it impactful and inspiring to you and others! Leave them feeling like they are ready to follow you and help you achieve your vision!*



## STEP 5 REVISE AND FINALISE YOUR VISION STATEMENT

After you have drafted your first version, live with it for a while! Think about it, make notes and revisions. After you have had a chance to make some changes, create a second draft and keep reviewing it until you are 100% comfortable and confident it truly reflects your brand and personal and professional vision for success.

Once you have crafted your final statement, add it to your Brand Identity Document, and post it where you will see it daily to inspire you to actively achieve your goals! You will also use it later in Module 4 to update your LinkedIn Profile and establish your Homepage.

### STEP 5.1. SHARE YOUR VISION STATEMENT WITH SOMEONE YOU TRUST!

You should know your vision statement so well that you can deliver it verbally to others at any time! Please share it with your accountability partner or a colleague you trust.

Being able to deliver your vision statement anywhere anytime – will enable you to make an impact and position yourself in your leadership space. Also, helping you to be known and recognised for what you want to be known for.