

6 Reasons why you need a vision



Your company's vision is like a compass that guides you in the right direction. You see, goals are great, but without a vision to support them, they provide little more than hope. When you combine your goals with a vision, you can go from where you are — stuck in one place — to where you want to be.

✓ A VISION IS...

An ambitious statement aimed at the future

Clear about your direction

An inspiration to staff and customers

✗ IT'S NOT...

Confusing, verbose, or vague

An internal measure of success that looks at profits/market share

Based on the company's current state

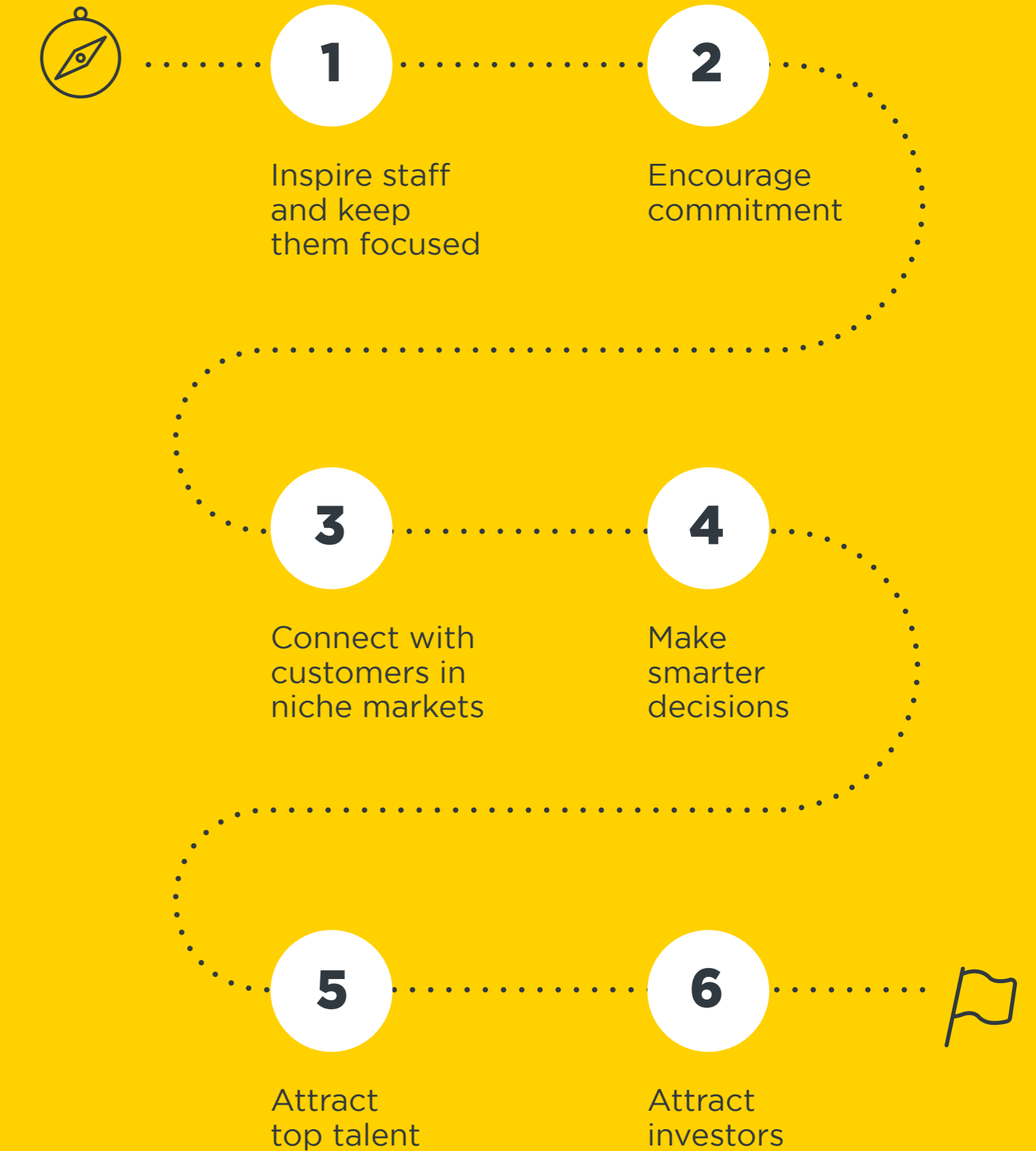


💡 WHY A VISION MATTERS

A good vision statement helps you to:

69% of staff overlook their company's vision

69%



How we help

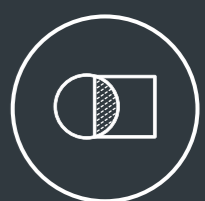
Using a powerful combination of stories, graphics, and analogies, we can help you explain your vision — so everyone gets it. Our thinking starts with an Ideation Session, where we unpack your information onto one page. Then we develop digital assets to share your message.



STORIES



GRAPHICS



ANALOGIES



Need to explain your vision?

Book a complimentary discovery call today: hello@weexplainstuff.com

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