



# 100+ of the World's Best Vision Statements

Sorted by industry, to help inspire you to create your own  
perfect vision statement.

**CASC**  **DE**

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## 100+ of the World's Best Vision Statements

We come across a LOT of vision statements as we work with clients of all shapes and sizes, helping them to execute strategy. Some of them are good, some are really bad – most come somewhere in between.

We've compiled some of the best vision statements that we've ever seen into one eBook, sorted by industry – some are famous brands, some you'll never have heard of. Just about all of them follow the simple formula we devised for writing great vision statements. Read more about that [here](#), then read on and get ready to be inspired...

### **Our formula for writing a great vision statement:**

Step 1 – **The output**

Step 2 – **The twist**

Step 3 – **The quantification**

Step 4 – **The human connection**

*“Producing and selling **locally sourced** cakes and pies that are so **delicious and satisfying**, that **every customer** who leaves our store does so **with a smile**.”*



# Advertising & Marketing

## **WalkerSans**

*“To receive national recognition as the most innovative, dedicated, and productive marketing and communications firm in the United States.”*

## **DataXu**

*“To be remembered as the company that brought science to the art of marketing.”*

## **Manik**

*“To be the most passionately referred agency in the Advertising industry.”*



# Advertising & Marketing

## **Fanatics**

*“Be the most innovative, interactive, consumer-driven sports and entertainment marketing agency in North America.”*

## **GMG**

*“To be the advertising agency most admired for its people.”*

## **Adobe**

*“To move the web forward and give web designers and developers the best tools and services in the world.”*



# Airlines, Aerospace & Defence

## **Etihad Airways**

*“We seek to reflect the best of Arabian hospitality in everything that we do.”*

## **Marvin Group**

*“To become the benchmark manufacturing company for the aerospace industry providing world-class products to satisfied customers through continuous improvement driven by the integrity, teamwork and creativity of our people.”*

## **BAE Systems**

*“To be the premier global defence, aerospace and security company.”*



# Airlines, Aerospace & Defence

## **Boeing**

*“People working together as a global enterprise for aerospace leadership.”*

## **Ethiopian Air**

*“To become the most competitive and leading aviation group in Africa.”*

## **Oman Air**

*“To be a leading airline offering high quality service, connecting and promoting Oman to the world with Omani identity, culture and values.”*



# Automotive

## Harley Davidson

*“To fulfil dreams through the experiences of motorcycling.”*

## Ford

*“Democratize the automobile - to become the world's leading Consumer Company for automotive products and services.”*

## Toyota

*“Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.”*





# Automotive

## **Audi**

*“To delight our customers worldwide, all of the time.”*

## **Suburu**

*“To create advanced technology on an ongoing basis and provide consumers with distinctive products.”*

## **Tesla**

*“Accelerate the advent of sustainable transport by bringing mass market electric cars to market as soon as possible.”*

## **Audi**

*“To make unique sports cars that represent the finest in Italian design and craftsmanship, both on the track and on the road.”*



# Business Support & Logistics

## **UPS**

*“The enablers of global e-commerce.”*

## **CSX**

*“To be the safest, most progressive North American railroad, relentless in the pursuit of customer and employee excellence.”*

## **Ken Blanchard**

*“To be the number one advocate in the world for human worth in organizations.”*



# Business Support & Logistics

## **PAAP**

*“To become the premier crude oil transportation and marketing company in the United States and Canada by providing the utmost in value-added services to our customers, and in doing so, delivering superior returns to our stakeholders.”*

## **Burlington Railway**

*“To realize the tremendous potential of The Burlington Northern and Santa Fe Railway by providing transportation services that consistently meet our customers' expectations.”*



# Construction, Machinery & Homes

## **PPG Industries**

*“Be recognized as a preeminent global engineered-materials and services company that fully engages our people, passionately embraces new ideas, seeks out transforming technologies and operates with unbending ethical standards.”*

## **AK Steel**

*“Dedication to safely producing the highest quality steel products for our customers.”*

## **Milne**

*“To be the world’s pre-eminent designer/builder of unique, architectural memorial structures.”*



# Construction, Machinery & Homes

## **Stecon**

*“To become the leading Engineering and Construction firm in Thailand and eventually the region, by consistently delivering projects that meet international standards.”*

## **Bowman**

*“Striving to bring growth to our community, helping to maintain existing companies and assist our clients in making their dreams become a reality.”*

## **CAT**

*“To enable economic growth through infrastructure and energy development, and to provide solutions that support communities and protect the planet.”*



# Education

## **Stanford University (in the 1940s)**

*“To be the Harvard of the West Coast.”*

## **Harvard University**

*“To develop leaders who will one day make a global difference.”*

## **Florida Department of Education**

*“To create an efficient world-class education system that engages and prepares all students to be globally competitive for college and careers.”*



# Education

## **South African Department of Education**

*“A South Africa in which all our people have access to lifelong learning.”*

## **Spalding School**

*“To create an environment in which every individual is cared for spiritually, morally, intellectually, physically, socially and emotionally.”*

## **Newport Public Schools**

*“A community of lifelong learners that demonstrates the knowledge, skills, and values required for productive global citizenship.”*



# Entertainment & Leisure

## **Disney**

*“To make people happy.”*

## **Sony**

*“To be the most comprehensive entertainment company in the world.”*

## **Harrah’s**

*“Each of our brands will be the overwhelming first choice for casino entertainment of its targeted customers.”*

## **The BBC**

*“To enrich people’s lives with programmes and services that inform, educate and entertain.”*





# Entertainment & Leisure

## **Blizzard**

*“Dedication to creating the most epic entertainment experiences...ever.”*

## **Netflix**

*“Helping content creators around the world to find a global audience.”*

## **Belle Events**

*“To make every event delightfully unique through creative vision, beautiful artistry and delectable desserts.”*



# Financial Services & Insurance

## **CitiBank**

*“To be the most competent, profitable and innovative financial organisation in the world.”*

## **Credit Agricole**

*“To create a European leader in banking and insurance that will always adhere to the principles of the United Nations Global Compact.”*

## **Wells Fargo**

*“We want to satisfy all of our customers' financial needs.”*



# Financial Services & Insurance

## **Regions Financial**

*“To help our customers and communities realize their dreams by anticipating, understanding and meeting financial needs.”*

## **Auto-Owners Insurance**

*“To be known for providing the best claims service in the insurance industry.”*

## **PayPal**

*“The web’s most convenient, secure and cost effective payments solution.”*



# Food & Beverages

## **Ben & Jerry's**

*"Making the best possible ice cream, in the nicest possible way."*

## **Bi Rite**

*"Creating community through food."*

## **McDonalds**

*"To be the world's best quick service restaurant experience."*

## **Heart & Soul Restaurant**

*"Our aim is to provide happiness and joy through, food, music and art."*



# Food & Beverages

## **Starbucks**

*“To establish Starbucks as the most recognized and respected brand in the world.”*

## **Nestle**

*“To bring consumers safe, high quality foods that provide optimal nutrition.”*

## **Culvers**

*“Every guest who chooses Culver's leaves happy – no matter what it takes.”*



# Government

## **US Postal Service**

*“To meet the postal needs of today, without compromising the future.”*

## **Queensland Libraries**

*“Enriching the lives of the people of Queensland, through reading experiences.”*

## **US Department of Defence**

*“To provide the military forces needed to deter war and to protect the security of our country.”*



# Government

## **Martin County, Florida**

*“To be the benchmark example of the best in local government.”*

## **Australian Department of Health**

*“Better health and active ageing for all Australians.”*

## **Manitowoc, Wisconsin**

*“a friendly, culturally diverse, and economically vibrant community that embraces the arts and humanities and that preserves the best of small town life on the lakeshore, including health, long life, beauty, comfort, and safety.”*



# Healthcare & Pharmaceuticals

## **Pfizer**

*“To be the world's most valued company to patients, customers, colleagues, investors, business partners, and the communities where we work and live.”*

## **CVS**

*“We will help people live longer, healthier, happier lives.”*

## **Wyeth**

*“To lead the way to a healthier world. By carrying out this vision at every level of our organization, we will be recognized by our employees, customers and shareholders as the best pharmaceutical company in the world, resulting in value for all.”*





# Healthcare & Pharmaceuticals

## **Progressive**

*“To reduce the human trauma and economic costs associated with automobile accidents.”*

## **Tenet**

*“Tenet will distinguish itself as a leader in redefining health care delivery and will be recognized for the passion of its people and partners.”*

## **L’Oreal**

*“Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety.”*



# Manufacturing

## **Samsung**

*“To lead the digital convergence movement.”*

## **ThyssenKrupp**

*“To be the partner-of-choice for best-in-class industrial and manufacturing outsourcing services.”*

## **General Electric**

*“To be number 1 or 2 in every single market that we serve.”*

## **Intel**

*“Utilize the power of Moore’s Law to bring smart, connected devices to every person on earth.”*



# Manufacturing

## **Dow**

*“To be the largest, most profitable, most respected chemical company in the world.”*

## **Owens Illinois**

*“To become the world’s leading packaging company by achieving sustainable and consistent growth by providing consumer preferred products that enable superior taste, health, visual appeal and value benefits for our business customers’ products.”*

## **Philips**

*“Improving people’s lives through meaningful innovation.”*



# Not for Profit

## **Alzheimer's Association**

*"Our vision is a world without Alzheimer's."*

## **San Diego Zoo**

*"To become the world leader at connecting people to wildlife and conservation."*

## **Charity : Water**

*"To end the water crisis in our lifetime by ensuring that every person on the planet has access to life's most basic need — clean drinking water."*



# Not for Profit

## **Feeding America**

*“A hunger free America.”*

## **The Smithsonian**

*“Shape the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.”*

## **Life is Good**

*“Spreading the power of optimism.”*

## **The American Red Cross**

*“To prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.”*



# Retail

## **Amazon**

*“To be the world’s most customer-centric company.”*

## **Walmart**

*“To become the worldwide leader of all retailing.”*

## **Nike**

*“To bring inspiration and innovation to every athlete in the world.”*

## **IKEA**

*“Create better everyday lives for as many people as possible.”*



# Retail

## **The Scooter Store**

*“To provide freedom and independence to people with limited mobility.”*

## **Avon**

*“To be the company that best understands and satisfies the product, service and self-fulfilment needs of women – globally.”*

## **ASOS**

*“To be the go-to fashion destination for 20-somethings, globally.”*



# Technology, Internet & Electronics

## **Wikipedia**

*“A world in which every single person is given free access to the sum of all human knowledge.”*

## **Microsoft (early 90’s)**

*“A computer on every desk and in every home.”*

## **Facebook**

*“To give people the power to share and make the world more open and connected.”*

## **LinkedIn**

*“To connect the world’s professionals to make them more productive and successful.”*





# Technology, Internet & Electronics

## **Google**

*“To organize the world’s information and make it universally accessible and useful.”*

## **Skype**

*“To be the fabric of real-time communication on the web.”*

## **Trip Advisor**

*“Help people to have the best possible trip.”*

## **Twitter**

*“To give everyone the power to create and share ideas and information instantly, without barriers.”*



# Utilities, Energy & Mining

## **Chevron**

*“To be the global energy company which is most admired for its people, partnerships and performance.”*

## **Conoco Philips China**

*“To be the leading international petroleum company in China.”*

## **Gazprom**

*“To establish ourselves as a global leader through market diversification and reliable supply.”*



# Utilities, Energy & Mining

## **ArcelorMittal**

*“To build our future upon the strength of our Research & Development.”*

## **AT&T**

*“To build a new global communications network that allows human resources to reallocate to more complex and productive activities - within a decade.”*



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