

Vision Statement Examples

IKEA

“Our vision is to create a better everyday life for many people.”

Aspirational, short and to the point.

Nike

“Bring inspiration and innovation to every athlete* in the world. (*If you have a body, you are an athlete.)”

Nobody cared much for sneakers in the past. They were just another piece of sports equipment. Nike saw a future that had not yet existed, in which they delivered products that inspired and motivated people.

McDonald's

“To be the best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value, so that we make every customer in every restaurant smile.”

The power of this vision is that it's constructed like a checklist. The word best is a word that requires definition, and McDonald's provides it with qualifiers, making the roadmap to success clearly marked with signposts.

Patagonia

“Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.”

Patagonia first outlines a [product vision](#) of what the best product means for them as a company. Then takes it one step further by stating they'll run their business to carry that environmental policy to a global level.

Oxfam

“A world without poverty.”

This may seem to contradict one of the traits of a good vision statement in that it feels unrealistic. But as challenging visions go, it's hard to see how anyone wouldn't be inspired and motivated by this short and powerful one.