COLD PLATES*/

Ok, they're eating, it's just taking them a bit long to start. We may need to tighten up the presentation.

Vision Refiner Worksheet

A foundational worksheet to bring focus, specificity, and emotional weight to your brand vision. If your direction feels fuzzy or disconnected, this tool gets you back to purpose and clarity.

✏ Section 1: Deconstruct the Fluff

Objective: Identify where your current vision feels empty or flat.

Copy/paste your current vision statement below (or something close to it):

"_____"

Then mark all that apply:

☐ Uses vague language like "empower," "innovate," "solutions," etc.
☐ Could be said by *any* company in our industry.
☐ Lacks emotional impact or visual imagination.
☐ Doesn't name the specific future we want to shape.
☐ Feels like it was written for a pitch deck, not for real people.

If you checked 3 or more: You're serving it cold. Let's cook.

🍽 Section 2: What's *Really* on the Menu

Objective: Surface the emotional and cultural meaning behind your work.

Fill in:

- **What frustrates me about this industry is…**

- **If people truly understood our mission, they'd feel…**

- **The legacy I'd love this brand to leave behind is…**

These answers are the *temperature* behind your words.

🧠 Section 3: Rewrite with Emotion + Image

Objective: Use emotional and imaginative phrases to bring your vision alive.

Prompt A: Fill in the blanks

> "We imagine a future where [audience type] can finally [benefit / change]."
> "We're building toward a world where [social, emotional, or cultural shift]."
> "Because when [problem] ends, [hopeful outcome] begins."

Now write 2–3 short *aspirational* phrases that could headline a vision slide or landing page:

- "_____"
- "_____"
- "_____"

🔍 Section 4: Voice Check

Objective: Add warmth and polish without losing clarity.

☐ Did you include imagery or emotion—not just function?
☐ Could someone *feel* your conviction reading this?
☐ Is there a specific audience or change named?
☐ Would this excite your team (or future team) to build something meaningful?