LEFTOVERS ON THE TABLE */

Company not cleaning the plate? Lets look over the menu and see what's being looked over.

Vision Refiner Worksheet

This worksheet helps you move from generic vision statements to *emotionally resonant, future-forward language*. If your brand's vision feels templated, vague, or forgettable—this is your heat source.

🔍 Section 1: The "Why Bother?" Test

Objective: Begin with honest reflection on your brand's reason for existing.

Prompt: Finish each sentence.

- "We started this because…"

- "The problem we hate seeing in our space is…"

- "If our work disappeared tomorrow, people would miss…"

🎯 Section 2: Re-Centering Vision on People

Objective: Move the vision from internal ego to external impact.

Prompt: Who are you building this for? Be specific—not "everyone."

- "Our audience is…"

- "In 10 years, we hope they'll say we helped them…"

Stretch: What would change in your customers' *world* if your brand truly succeeded?

🛠️ Section 3: Brand North Star

Objective: Draft a first clear statement of vision.

Use this structure:

> "We believe in a future where [audience] can [transformation or access], and we're building [product/service/category] to help make that real."

Try it here:

🔭 Section 4: The 10-Year Mirror

Objective: Begin thinking long-term with clarity.

Answer these:

- What do you *hope* this brand will have built 10 years from now?

- What do you *fear* it might turn into if you're not careful?

- What does success look like—*without* using money as a metric?

📦 Section 5: Vision Filters

Objective: Filter new ideas through your vision to stay aligned.

Use this checklist next time you brainstorm:

☐ Does this move us toward our long-term impact?
☐ Would our future self thank us for doing this now?
☐ Is this choice about growth or just ego?
☐ Would our audience recognize this as "on-mission"?
☐ Can this become part of our legacy?