HALF-SET TABLE*/

Where's the salad fork and steak knife? We can get away with butter on the steak but it won't cut. Ranch dressing on the mac, the humanity.

Vision Visibility Checklist

This checklist helps you evaluate how *visible*, *lived-out*, and *integrated* your brand vision is across your touchpoints. You've got a good idea—you just haven't finished setting the table.

🍷 Section 1: Can Visitors *See* Your Vision?

Check all that apply on your site, socials, or onboarding experience:

❒ Our long-term vision is stated clearly in our About or Story section
❒ We've shared a blog, video, or post explaining our future goals
❒ Our brand language shows where we're headed—not just what we sell
❒ We regularly restate *why* we exist (not just *what* we do)
❒ Our community/customers could probably describe our mission in one line

🧠 Score: ___ / 5
If you're under 3: time to dress the table properly.

🍽️ Section 2: Do Internal Actions Match the Message?

❒ We make decisions that align with our long-term values
❒ Our team knows the "north star" vision guiding our work
❒ We've said "no" to short-term gains that didn't match our big picture
❒ Partnerships we form align with our future vision
❒ We reflect on vision during planning, launches, or content creation

🧠 Score: ___ / 5
Fewer than 3? Guests can tell when the menu and the meal don't match.

Section 3: Legacy Language Spot-Check

Go to your last 3 marketing or brand materials (posts, email, homepage, pitch deck).

Ask:

- Does this communicate what we're building *long-term*?
- Would someone know *why* this brand exists in 5 years?
- Are we selling a product—or a *possibility*?

❒ 3/3 speak to long-term purpose
❒ 2/3 show glimpses of vision
❒ 1/3 or fewer = Back to the kitchen

📌 Section 4: Priority Action

Write 1 small, visible way to bring your vision forward this month.
(It should reach customers, not just internal decks.)

This month, we will…