



Y1.02

BUSINESS CONCEPT
/Business Idea

DECISION SHEET

v2.2.1

Job to be done

Some companies have a vision for a future world that offers new opportunities or solves old problems.

By putting this vision into words, we can give ourselves and the company a more clear image of what business idea the company was founded on.

How to do it

Start in the bottom of the worksheet by describing the world the company is facing today. Write down key words that describe this current reality.

Continue by describing the new reality or world that the company would like to be a part of in the future.

Finish by describing some of the key elements that could be involved when creating the changes you need.

Next Step

- Tell your employees about the company vision.
- Use the vision to communicate the essence of the company to the outside world.
- Make action plans for how to present the vision in the daily operations.

Licensed to:



Developed by:



Vision

Create a vision for new opportunities or solved problems



DESCRIPTION OF THE WORLD IN THE FUTURE

ELEMENTS INVOLVED IN CREATING THE CHANGE

DESCRIPTION OF THE WORLD TODAY

Date:

Name:

Company: