



Build a Better Vision Statement: Extending Research with Practical Advice

Shelley A. Kirkpatrick

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Build a Better Vision Statement summarizes scientific research, along with advice from thirty entrepreneurs and CEOs of well-known and award winning companies, on how to write, communicate, and implement an effective vision statement. This book contains dozens of company vision statements along with stories from entrepreneurs and CEOs describing how and why they created their vision statements.

Several decades of studies have demonstrated the profound impact that a vision statement can have on a company's performance and growth, but only if the vision statement reflects certain characteristics. *Build a Better Vision Statement* presents proven principles for writing a motivational vision statement and offers guidance to company leaders about when and how to write a vision statement. *Build a Better Vision Statement* is a must-have for any business leader or entrepreneur looking for a low-cost, high-impact, proven approach for growing their business.

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