

# My Brand's Vision

## Where do you see your business in the future?

The terms vision and mission can be confusing and are often combined by some brands, but to keep it simple, the difference between vision and mission is that **mission is the now** and **vision is the future**. They should be based on genuine ambitions and commitments. Your vision should be what you remember every day when you make your business decisions. It should be big enough to scare you but not so big you don't actually believe.

For example: **Linkedin** - "Create economic opportunity for every member of the global workforce."

For example: **IKEA** - "Our vision is to create a better everyday life for many people."

### My VISION