

What is a 100-Year Company Vision?

- The vision paints the picture of a brighter, better world created through the intentional impact of the organization.
- It describes *a different, better world* through the work of your company or organization over 100 years or more.

An organization may never achieve the full outcome of its vision. The vision is something we will work toward for as long as we live. We and others will contribute to its call. We will dedicate the full commitment of the organization to moving this vision forward.

Examples of Vision:

- **Hello Alice** (Co-founded by Carolyn Rodz and Elizabeth Gore): "Our vision is to open doors for small business owners by providing access to funding, networks, and services."
- **Cuyana** (Co-founded by Karla Gallardo and Shilpa Shah): "Our vision is to promote fewer, better things, creating a lifestyle centered on quality over quantity."
- **Eventbrite** (Co-founded by Julia Hartz): "Our vision is to bring the world together through live experiences, enabling people to discover events that fuel their passions and enrich their lives."
- **S'well** (Founded by Sarah Kauss): "Our vision is to rid the world of plastic bottles through beautiful, sustainable alternatives that enhance personal style and better our planet."
- **Zola** (Founded by Shan-Lyn Ma): "Our vision is to reinvent the wedding planning and registry experience, making the happiest moment in our couples' lives even happier."
- **The Wing** (Founded by Audrey Gelman and Lauren Kassan): "Our vision is to build a network where women can propel their personal and professional growth, and tap into a powerful force that changes the course of their lives."
- **23andMe** (Founded by Anne Wojcicki): "Our vision is to be the leading personal genetics company, enhancing the understanding and improvement of life through DNA-based insights."
- **Maven Clinic** (Founded by Kate Ryder): "Our vision is to redefine family and reproductive healthcare, creating pathways to affordable, personalized care for women everywhere."
- **Tala** (Founded by Shivani Siroya): "Our vision is to provide financial access, choice, and control to underserved people globally, using data-driven technologies to radically change the financial landscape."
- **Outdoor Voices** (Founded by Tyler Haney): "Our vision is to inspire more people to be active daily and redefine recreation as part of everyday life."
- **Blueland** (Founded by Sarah Pajji Yoo): "Our vision is to eliminate single-use plastic packaging, creating a cleaner world for future generations."
- **Glossier** (Founded by Emily Weiss): "Our vision is to change how the world sees beauty by celebrating individuality and personal expression through our products."
- **Canva** (Co-founded by Melanie Perkins): "Our vision is to empower everyone in the world to design anything and publish anywhere."
- **The Honest Company** (Founded by Jessica Alba): "Our vision is to relentlessly pursue healthy and eco-friendly living, making it accessible and appealing to all."

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Example: ABC Integration Company



PART ONE – CONTEMPLATE WHERE YOU ARE HEADED

In the space below, write down whatever you have for your Core Purpose. Draft versions are 100% appropriate here. The importance is to write down what you have in the space below so that you can have these ideals fresh in your mind as you contemplate an inspiring vision for your business.

1. Write down your Core Purpose? It's perfectly fine if it's a draft.

To free financial leaders from complexity by turning data into clarity, confidence, and strategic impact.

2. Fast-forward to the future, ten years or more, and imagine the culmination of all the aligned and empowered choices you and your team have made, infused with the wisdom of your Core Purpose.

What does the world look like one hundred years from now when you consider all the ways your company has created goodness for your customers, your team members, and your expanded community? Paint a picture of the possibilities.

- Financial leaders no longer drown in complexity; clarity is the norm.
- Every boardroom decision is based on trusted, transparent insights.
- Reporting cycles that once took weeks happen in real time.
- CFOs like Francine are strategic visionaries, not data wranglers.
- Financial systems are interoperable and seamless across industries.
- Accuracy in reporting is universally expected and achieved.
- Regulatory compliance becomes effortless and automatic.
- Companies of all sizes have equal access to high-quality financial insights.
- Public trust in financial institutions reaches an all-time high.
- Investment decisions consistently prioritize long-term prosperity.
- Employees experience relief and pride knowing their work creates impact.
- Companies waste less money, time, and human energy on inefficiencies.
- Economic downturns are less catastrophic due to better decision-making.
- Financial data drives innovation in sustainability and social good.
- Global standards of financial transparency are unified and elevated.
- Communities thrive from wiser corporate investments and accountability.
- The financial sector shifts reputation—from bureaucratic to visionary.
- Technology serves as a trusted partner to human judgment.
- Work-life balance improves for financial professionals, reducing burnout.
- Future generations inherit stronger, more ethical institutions.
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3. **What changes do you envision?** How have people's lives changed? How have your customers been elevated? How have employees been positively affected? How has the presence of your company influenced your industry?

- **Customers (CFOs, finance teams):** Freed from manual reporting and data firefighting, they lead strategy with confidence and foresight.
- **Employees:** Energized by meaningful work, they innovate with pride and grow their skills in an environment of trust.
- **Industry:** The financial services sector operates on global transparency and accountability standards pioneered by ABC Integration Company.

4. Standing in your desired future place, through all the work your company does over ten years or more, **who has been inspired, uplifted, elevated, and transformed?** How did it look for the people you serve to step gloriously into their power? How was your community transformed, environments changed, and spaces altered?

- CFOs like Francine, empowered to focus on impact and leadership.
- Finance teams, no longer buried in spreadsheets, but thriving as strategic contributors.
- Employees, who build careers around innovation, ethics, and purpose.
- Communities, benefitting from more responsible and prosperous institutions.
- Investors and boards, who experience trust and confidence in corporate stewardship.

5. Over the years between now and that future state, ten years or more from now, where did your customers, employees, and larger community experience **relief, pleasure, excitement, endurance, and enthusiasm?**

- **Relief:** Stress-free compliance and reporting cycles.
- **Excitement:** Access to real-time insights that open new growth paths.
- **Enthusiasm:** Teams proud to belong to a company setting a new gold standard.
- **Joy:** Communities benefitting from smarter investments in jobs, sustainability, and social good.

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6. Standing in that future place, write down all the ways you can see your company is a force for good.

- By ensuring financial clarity, which enables wiser decision-making and resource allocation.
- By raising global standards for ethics, accuracy, and trust.
- By reducing waste and inefficiency, freeing human talent for higher-level innovation.
- By supporting healthier workplaces and more resilient economies.

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PART TWO – ELICIT YOUR VISION

This is a timed, four-step exercise that will empower you to draft your vision in 30 minutes or less. In the space below, write and edit your vision using the recommended steps.

Step 1 - Go For It! (10 Minutes)

Your vision lives inside the answers to the questions answered above. Now is the time to simply write down a draft of your vision. You can tweak and edit and wordsmith later. Right now, trust that you have everything you need to write down the vision for your company. Set a timer for 10 minutes and write it down. Simply start with the words below and keep writing until you feel complete or until the timer goes off. Whichever comes first.

The vision of [Company Name]_____ is a world where... [state the better world that exists]...

Imagine a world where every financial leader is freed from complexity and equipped with clarity, confidence, and strategic impact. In this world:

- Businesses make decisions that not only grow profit but also build resilience and long-term prosperity.
- Industries innovate boldly, no longer paralyzed by uncertainty, but propelled by trusted insights.
- Communities flourish because capital flows where it can do the most good—into sustainable infrastructure, life-changing technologies, and opportunities that uplift people everywhere.
- Employees thrive in workplaces defined by integrity and transparency, where their contributions create ripples of progress that extend far beyond the walls of their companies.
- Global markets are steadier, fairer, and more accountable because the numbers guiding them are trustworthy, ethical, and accessible.
- Future generations inherit institutions that are not only stronger but also wiser—capable of stewarding resources with vision and compassion.

Step 2 - Shake-Shake-Shake! (30 Seconds)

Well done! You have your first draft! Take 30 seconds to stand up, move around, and take ten deep full-body breaths! Shake it up for a quick break and go to the next step.

Step 3 - Get Specific! (5 Minutes)

Giving yourself just five minutes, in the space above play with the words you have already written. See how you can make your vision more specific. More vivid. More filled with the feelings and hopes of your company. Focus for five minutes on being specific and illustrative of the good your company intends to bring to customers, employees, and the planet.

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Step 4 - Test & Edit! (15 Minutes)

In this step, test and edit your words using the **Elements of a Powerful Vision** below.

In this last step, set the timer for 15 minutes, and allocate about 2 minutes on each question below. The purpose of this exercise is to get a final draft done now, so that you can celebrate. You will have plenty of opportunities to update it in the future. Ready, set, go!

Yes

No

1. IS IT INSPIRING? Does it evoke emotion and create momentum? Will it cause a visceral response by both your customers and your team? Does it engage the deeper hopes and wishes of what they believe could be possible? Make any edits to ensure it is inspiring.

Yes

No

2. IS IT SPECIFIC? Does it contain specific outcomes, goals, or manifestations that evoke absolute clarity about how your company will transform others, society, the industry, environment, or some other beneficiary? Make any edits to ensure it is specific.

Yes

No

3. IS IT FUTURE ORIENTED? Does it share a picture of where your company will be in ten years or more, giving everyone a sense of where north lives? Make any edits to ensure it is future oriented

Yes

No

4. DOES IT SPEAK TO THE BRIGHTER BETTER WORLD? Does it speak to the problems being solved or does it paint a picture of how the world will be through the transformative power of your company? A vision is the picture without the problem. The new world transformed.

Yes

No

5. IS IT GROUNDED IN YOUR CORE PURPOSE? Does it demonstrate what your company will look like after ten or more years of everyone in your organization living and breathing the Core Purpose? Make any edits to ensure it is grounded in the Core Purpose.

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Step 5 - Final Draft Complete! (2 Minutes)

In these last two minutes, simply re-write your final version. Declare it complete! At least for now. Remember you will have plenty of opportunities to refine it later.

Go ahead and write your 100-Year Company Vision below:

Our vision is a world where.....

...financial decisions are universally clear, trusted, and strategic. Institutions of every size thrive on immediate insights, industries innovate with courage, employees find purpose and growth, and communities prosper through wiser stewardship of resources.

Congratulations on creating your Company Vision!
Be sure to add your updated draft to your [4-Page Growth Plan™](#)!