



## Examples of Organizational Vision Statements That Work

Creating a vision statement takes time and dialogue among all stakeholders. It is a statement of what the organization aspires to be and outlines in simple terms its long-term goals. A vision statement should be inspirational as well as informational toward an organization's efforts daily. It is brief, connects to customer and employee, and attracts top talent because it makes sense.

While usually paired with a mission statement to guide planning, it doesn't have a set length, however, most agree that the simpler and shorter the better.

Below are a few that we have found from law enforcement departments as well as corporate America that are examples of excellent vision statements.

### Corporate Vision Statements:

- Tesla – To create the most compelling car company of the 21<sup>st</sup> century while driving the world's transition to electric vehicles.
- Amazon – To be the Earth's most customer-centric company by building a place where people can come to find and discover anything they might want to buy online
- Disney – We Create Happiness
- Apple – We believe that we are on the face of the earth to make great products, and that's not changing
- Starbucks – To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time

### Law enforcement Vision Statements:

- Tennessee Bureau of Investigation - That Guilt Shall Not Escape Nor Innocence Suffer
- Clay County Florida Sheriff's Office – Selfless service for all
- Columbia SC – Provide a safe and successful community served by an innovative team of trusted professionals dedicated to providing excellent service and engaging our community as a valued partner
- New York City Police – To foster a safe and fair City by incorporating Neighborhood Policing into all facets of the department operations and solve the problems that create crime and disorder through an interdependent relationship between the people and its police and by pioneering strategic innovation
- Miami FL Police – Maintain the highest standards of professional ethics and integrity.
- Los Angeles, CA Police Department – To achieve a city free from crime and public disorder

Share your findings of exceptional vision statements with us at [dcrisp@lhln.org](mailto:dcrisp@lhln.org)