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What is
“Vision”?



□ The vision is the answer to the question „Where do you go?“ or “What is your destination?”.

📍 It is a desired target state anchored in the future that every team member strives to reach.



3 Metaphorically, the vision is the flag on the moon that gives direction to each team member.

4 The vision should be a concise short sentence, but not subject to any formal rules of formulation.



Impact that matters.

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