



Joliet Comprehensive Plan Vision Statement Worksheet

A **vision statement** is an aspirational statement about what the city wants to become. It communicates the city's intentions in a concise manner.

Examples:

LinkedIn: To create economic opportunity for every member of the global workforce.

Google: To provide access to the world's information in one click.

Southwest Airlines: To be the world's most loved, most efficient, and most profitable airline.

Word Bank

Draft Vision Statements

Proposed Vision Statement