

# Attachment: Make the vision statement reality through strategic planning

Number of methodological Tool	EUPA_LO_155_M_001
Number of attachment	EUPA_LO_155_M_001_Att_1

## VISION #1

*“Our restaurant is a place where people come to relax, have a good time, and enjoy a great meal.*

*From the moment our customers walk in the door, they are greeted by a warm atmosphere, subtle music, and friendly and courteous staff.*

*We cater to large groups that are out to have fun, as well as romantic dinners for people celebrating a special occasion. The restaurant is packed full of customers, and yet we efficiently avoid long delays while they are being seated and while their food is prepared.*

*The lighting, table arrangements, atmosphere, and decorations all encourage our customers to relax, let go of their concerns, and open up to new taste sensations. We provide exceptional service all night long.*

*When they are done, we take care of their check quickly and efficiently. They leave happy, satisfied, but not overly bloated or full. They leave with the desire of just one more bite of our wonderful food.”*

## VISION #2

*“GM’s vision is to be the world leader in transportation products and related services. We will earn our customers’ enthusiasm through continuous improvement driven by the integrity, teamwork, and innovation of GM people.”*

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## VISION #3

### *Apple Computer*

*"We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating. We believe in the simple not the complex. We believe that we need to own and control the primary technologies behind the products that we make, and participate only in markets where we can make a significant contribution. We believe in saying no to thousands of projects, so that we can really focus on the few that are truly important and meaningful to us. We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot. And frankly, we don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change. And I think regardless of who is in what job those values are so embedded in this company that Apple will do extremely well."*

