

# What is a Vision?

- What a company wants to be
- Focuses on tomorrow
- Inspirational
- Timeless
- Provides clear high level decision making criteria
- Addresses people, culture/values and product/services

# Focused or Global?



Low Fares.



To enable people  
and businesses  
throughout the world  
to realize their full  
potential.

# Focused or Global?



To become the world's leading consumer company for automotive products and services

**GENERAL DYNAMICS**  
*Strength on Your Side™*

# NYISO Vision Statement

The New York Independent System Operator will be the leader of the new electric market and excel in:



Electricity:  
Always On,  
Always  
Competitive