

# KEY INSIGHTS

Over the last 4 years Conscious Copy & Co. has helped 400+ companies clarify their vision and message. Clients who've purchased Vivid Vision services from us were asked three questions during their Vision Expander Sessions (the first initial interview):

- Purpose: What is the purpose for creating this?
- Importance: What is the biggest difference this will make in your business?
- Audience: Who is your intended audience?

After compiling their answers and pouring over the data, we found these key insights.

- **92% Of Businesses Need Help Aligning Their Team With The Company Vision**
- **90% Of Businesses Need Help Clarifying The Overall Vision & Direction Of Their Company**
- **80% Of Businesses Need Help Communicating Their Company Vision**
- **44% of businesses want to attract & retain better talent, and 40% need help motivating their current team or strengthening their culture**

SEE THE FULL RESEARCH METHODOLOGY REPORT HERE:  
[https://cdn.spark.app/media/michaellopez/pdf/methods\\_report.pdf](https://cdn.spark.app/media/michaellopez/pdf/methods_report.pdf)