

# Crafting Your Vision

Developing your business vision is often a process that takes some serious thought and planning. Your businesses vision is also dependent on you and your talent, personal desired outcomes and dedication to the task at hand. Before you can write your vision statement for your business, you need to develop your personal mastery outcomes. You may find three or four outcomes.

<b>Personal Outcomes</b> <i>"My Business is perfectly designed to get the results it currently gets!"</i>				
<i>What things are happening in your business that keep it from soaring? These can be too much or not enough of things</i>	<i>I am committed to the importance or value of _____. (what do you want that would make your complaint in column one better)</i>	<i>What am I doing or not doing that keeps my Column 2 commitments from being more fully realized?</i>	<i>Looking at Column 1, 2 and 3, what is your default value you ARE committed to.</i>	<i>Do I have the right goals, strategy, am I able to execute? Start with Vision → Business Plan → Actions &amp; Management.</i>
Example: Not the right clients. →	Example: Providing outstanding service/product to my clients that value it over price. →	Example: I provide service to "anyone" and often reduce my fee to have them as a customer. →	Example: Helping clients excites me regardless of the fee. I feel guilty if I'm not working. →	Example: I provide top quality service at a minimum fee to 25 new clients.
<b>Status Quo</b>	<b>Obstacles</b>	<b>Why unwilling to change?</b>	<b>Unique Ability</b>	<b>Get Focused</b>

## Looking to the future of you, your business and both:

- ▶ What will this business look like in 1, 3, 5 yrs? \_\_\_\_\_
- ▶ What type of company is this? \_\_\_\_\_
- ▶ What markets do we serve? \_\_\_\_\_
- ▶ What is the geographic scope? \_\_\_\_\_
- ▶ Who are target customers? \_\_\_\_\_
- ▶ What are our products and/or services? \_\_\_\_\_
- ▶ What sales goal are we striving for? \_\_\_\_\_

Describe three characteristics of your product or service:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

List 3 things your product/service won't do

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Describe 3 characteristics of Businesses you admire

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Describe 3 characteristics businesses you don't want to be confused with.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Describe three characteristics of your CLIENTS or CUSTOMERS

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

List 3 characteristics your clients SHOULD NOT have.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

# Looking to the future of you, your business and both:

## 1: Create your Business Vision by filling in the blanks below

### ***Business Vision***

*What is your business for 5 years in the future?*

In 2014, \_\_\_\_\_ will achieve \$\_\_\_\_\_ in gross revenue  
*company name* *\$ amount*

into a ☐ local ☐ regional ☐ national ☐ international Company

providing \_\_\_\_\_  
*description of products/service*

to \_\_\_\_\_  
*describe your perfect customer*

## 2: Rewrite and modify your Marketing Vision, using the feedback you received

### **Samples**

*Within 3 years, grow CGP into a \$250,000 local law firm specializing in services for individuals that own small businesses.*

**Build a successful \$1 million furniture company that specializes in providing competitively priced furniture with superior service to companies with 10 to 50 employees in the Greater Chicago area.**

*Five years from now, Paula's will be rated as a "five star" restaurant in the Greater Toronto area by consistently providing the combination of perfectly prepared food and outstanding service that creates an extraordinary dining experience providing a \$1.2 million in revenue.*