

Creating Your Vision

A great vision is a 'must-have' for any business. Not only does it tell us where we want to get to & what we want to achieve, done well it can also inspire others to want to help us get there too!

The best visions aren't things we stick on a shelf or frame on the wall. They're living, breathing documents we come back to time and time again, that paint such a vivid picture of the future that we can't wait to get there, and we are motivated to do everything we can to make it happen.

They guide us with what to do – and what not to do – to make our future come to life.

Use the following questions to write a really great vision for your business.

Imagine it's 5 years from now:

1. What's happening in your business?

2. What problem is it fixing for your clients?

3. What would the world miss if your business wasn't around?

4. Who is seeing the benefit of what your business does – beyond just clients?

5. What do your staff enjoy most about working in the business?

6. What things do you celebrate – day to day as well as the special stuff?

7. What does your staff team look like? What roles do you have & what do you look for when you're hiring

8. Where can people find you – what locations are you in?

9. Who are your 'raving fans' – those clients or supporters that just can't get enough of you? What do they value most about you?

10. A local journalist wants to feature you in a front page story, what's the story about & what does the headline say?

Using these answers as prompts, create a vision for your business 5 years from now

- What you'll be doing
- What size you'll be
- Where you'll be located
- What you'll be known for
- What impact you'll be making
- What success you'll have had already & what you'll be looking forward to in the next 5 years