



StartUp
Mendocino

BUSINESS ACCELERATOR

2023

Your Vision: Where Are You Going?



Agenda

- Know Your Neighbors
- Vision Statement
- Organize Your Vision



Your business imagined the strategic way.

Ground Rules

By remembering to be confidential, this will help you and your group members create a relationship based on trust and honesty.

Listen to your trainer and group members feedback, while using the tools you have been given to fully evaluate the value of the feedback for your business.

Communication will be delivered with care.
Creating space for others will only enhance our listening skills and make us better verbal communicators.



What is This?

<https://youtu.be/H8GdYz6W9KU>

Who Are You?

Let's Meet.....

Who Are you? 1 Minute Intro

Business 2 Minute Elevator Pitch



The Big Assumption

*“Just because you know how to do the work of the business,
means you know how to do the business of that work”*

-M.Gerber, The EMyth Revisited.”

Business Functions

Structure for a business that works

Organizing your business with structure will help you grow in a way that doesn't consume you. This will become the blueprint you use to systemize the work flow, hiring, growth strategy and management.



What is your Vision?

By creating your vision first, you will be able to develop your infrastructure relevant for your needs. Some areas may grow at different speeds than others.



Leadership First

Leadership is the conduit for the systemic connections throughout your business. It helps individuals, workflow and departments connect when they should and need to. Making leadership a priority, will enhance everything else you may still be doing in the business, nonetheless grow it.

Business Vision

Turning Your Ideas into Action

Documenting a vision provides a sense of purpose and direction towards the future, inspiration for you and your employees, transfers ownership and becomes a basis for decision making, planning, and business development activities.



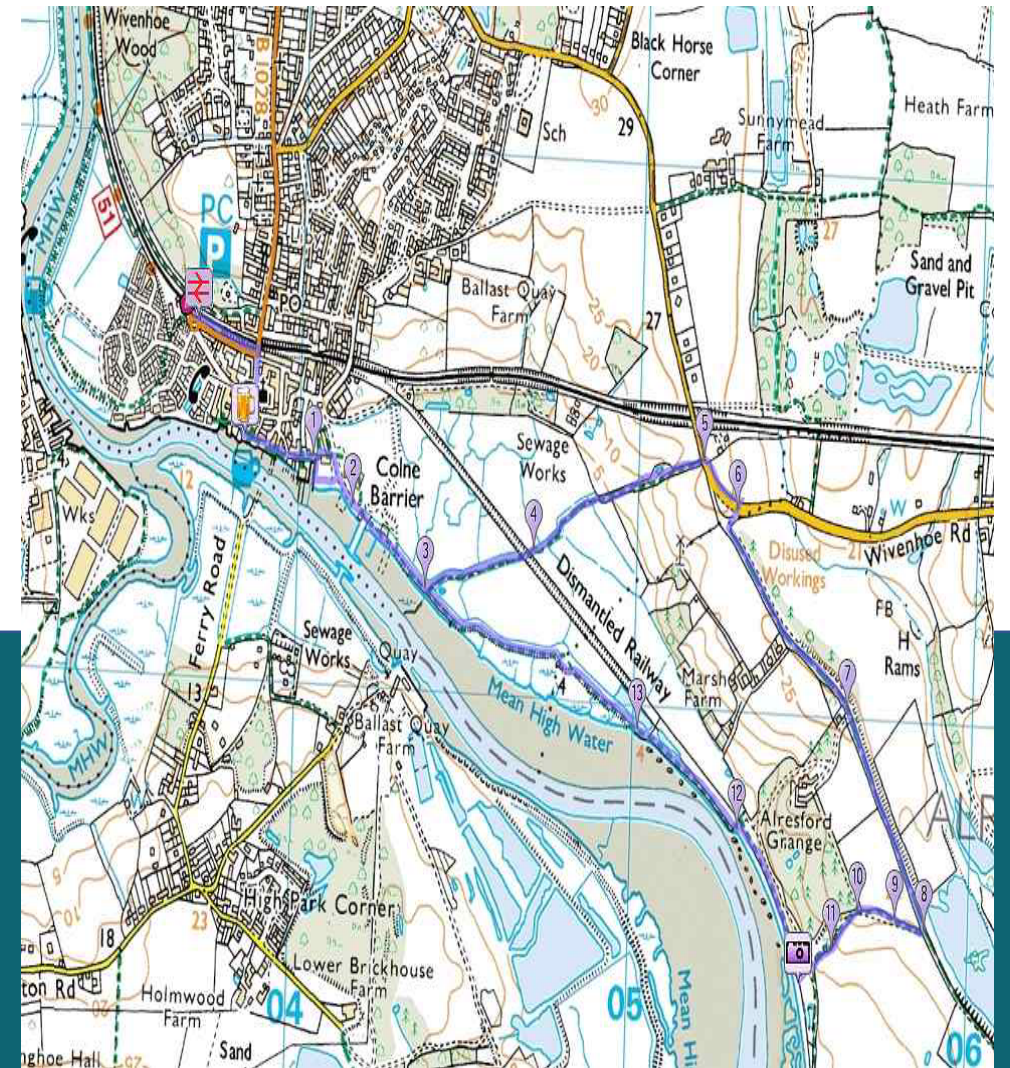
Design First, Build Second

Creating your business first will ensure you build something that achieves what you want. Do you remember what you first dreamt about when opening your business?



Your Commitment becomes The Commitment

Building the business of your dreams is only possible if others can help. Your dreams are probably bigger than what you can do by yourself. By creating your vision first, others can be part of helping you create what you want.





What Next?

Three Years From Today

When beginning your exploration, think of the the end result you desire. For many, speaking and writing your vision is the present tense helps remove any current barriers that may keep you from your truest vision. It is important to remember not to worry about how you are going to create your vision but focus on what your vision is.



Discover Your Vision

Your vision should be a documented vision for what your business looks like when it is “done”. It should be written for 3-5 years in the future, and only contain what you want it to look like, not how.

How will you use it?

Your vision will be the blueprint for your business plan. Using it to guide all planning and decision making. When a vision has a comprehensive outline of what the business will look like, tangible and intangible.

What Are Your Indicators? Use Worksheet

Business Development Work

✓Three Year Vision

- Set Aside Quiet time to think about and discuss your vision.
- Complete Vision Worksheet.
- Draft the written statement of your vision
- Refine, discuss refine.



THANK YOU FOR BEING PART OF



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