

VISION

A vision without a plan is like a trip without a destination. It becomes a never-ending journey that ultimately results in exhaustion. Never knowing where you are going, does not allow you to prepare. It is through preparation that you can lead a business.

Your Business Vision is generally for not written out for longer than three years. This will create the right amount of space to achieve something, but not so far out variables out of your control impede upon your success.

Answer the questions below to gather the information you need to write your story.

When will your vision be realized?

What do you want your company to be based upon?

What values within you do you feel most represents the company culture you would like to see surrounding you?

How do you see your work environment?

What distinctive elements would you like to see, smell, taste, hear to make your workplace a representation of your business vision?
Describe these sense impressions as clearly as you can from the inside-out.

How would you like your company to be managed?

Do you envision particular behaviors, attitudes, dress for your employees?

Do you envision distinctive operations (superior efficiency, quality control, innovative methods or technology)?

What do you do differently in your product, service or business that you could base your brand upon?

What are the distinctive elements of your product, service, business, that you feel create your competitive advantage?

(Consider price, quality, convenience, customer service, advertising, sensory package, product features, responsiveness, speed of delivery, appearance, market coverage, simplicity, reliability, durability, and any other element that you feel elevates you over your competition).

Do you have any distinctive marketing methods you feel deliver an advantage over the competition?

What is the general classification of your target customers? *Individuals, business, government, etc.*

What is the general description of your target customer? *(Age, income, family status, occupation, education, net worth, attitudes, key behaviors).*

Create targets for yourself that you would like to direct the company towards, with the understanding that these may shift over time: annual sales, profitability, return on equity, number of employees, number of locations, overall growth rate. *Use your best sense of the market opportunities and what you believe is a combination of a good stretch and a clear probability of hitting these targets. It's your choice what tangibles to include.*