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Vision Statement ACTION PLAN

- 1) What were you hoping to accomplish when you set out on this path? Do you want to change the world, or just your little corner of it?

- 2) What was your dream of service (how many people, where are they located, etc.). Do you want to be local, or multi-national, or somewhere in between?

- 3) What are your financial objectives? Are you thrilled to build a business that supports your lifestyle and provides comfortably for retirement, or are you looking to build a financial empire?

- 4) What type of company do you envision yourself leading? How many employees? How many offices or locations?

- 5) Do you have a social impact in mind as a result of your business? What would it take to make that impact?

- 6) Do you have a dream you've been afraid to say out loud to anyone? Put it on paper here as a first step towards making that dream a reality.

- 7) Describe what it will feel like to achieve your dream. Picture how you will be living, how you will interact with your business, how your business will interact with the world.

- 8) Really look at the questions you have answered up until now. You know your vision, after all, it is *your* dream. Summarize it here in a statement that inspires *you* to move

forward every day (and remember, for the moment, this is a personal exercise, don't worry about what anybody else will think!):

- 9)** If your dream is bigger than you are ready to shout from the rooftops, is there a major benchmark on the path to your complete vision that gives you focus and would inspire your team? Jim Collins in “Good to Great” suggested that for a start-up company a visionary (big hairy audacious goal) might be to survive a first year of operations. As you did with your full vision in Question 7, describe what it would feel like to achieve this benchmark. Picture how you will be living, how you will interact with your business and how your business will be interacting with the world.

- 10)** Summarize your work in Question 10 into a statement that will give you and your team a clear target to aim for. This could be a short-term vision if you have a critical benchmark to achieve. It could be a mid-term vision that will stretch your team and start building a foundation for your big vision. Whatever it is, it should be clear to you how this motivating vision ties into your big picture dream and at the same time serve as a stand-alone vision that will inspire your team to action.
