



Your vision is a projection of what you want your business to look like 5 years from now. Getting clear on what this end point looks like is a really important exercise, because it will effectively become your and your team's 'alignment compass,' steering your decisions in the right direction.

The more specific you are on what your vision looks like, the easier it will be to achieve. You'll be able to measure, monitor and even celebrate your progress across time-based milestones. And, make any needed adjustments if you notice you're not quite on track to achieve what you're ultimately chasing.

Many people find it easier to start this exercise by writing down what they DO NOT want their business to be or evolve into. This thinking often unearths what it is they actually DO want.

What are the benefits from defining what your ideal business looks like?

- Your vision will transform your narrow 'day-to-day' focus into a future-focused mindset and big effort. Fueled by motivation and excitement of what you're ultimately working towards.
- Your vision will provide you with clarity of what you need to do.
- Your vision will give direction and alignment to your decisions.
- Your vision will also motivate your team and give them peace of mind because what you are collectively working towards will be clear (think of them as passengers in an UBER with visibility of where they're going and how long the journey is going to take).



Tip:

To clarify, a business vision is different to a vision statement. Please don't get lost in a sea of 'vision statements' on Google. Because, what you'll end up finding is a series of results that are mostly business mission and purpose statements, created for the purpose of marketing material. You won't find many openly display their long-term vision, because it's private, intellectual property.



Exercise

How to establish a 5yr vision for your business.



Write dots point responding to the following questions

First things, first – 5 years from now, what do you NOT want your business to look like?

Now, let's get clear on what you DO want

Clients: 5 years from now, who are your ideal clients? (who are they, where are they located, what's their business size or ideal turnover, what problems do they need solving, describe their character and values you share, etc?)

Brand: 5 years from now, what do you want your reputation to be known for?

Service/Products: 5 years from now, what services do you want to be offering?

Systems/Processes: 5 years from now, what processes/software do you have in place?



People: 5 years from now, who is in your business? How many partners and staff do you have?
What are their skill-sets, capabilities and motivations?

Marketing / Sales: 5 years from now, what tactics are you implementing? Who's helping you?

Finances: 5 years from now, what's your ideal turnover? What's your ideal profit?
What's your ideal average client value? What's your business ideally valued at?

Your role: 5 years from now, what does your role and responsibilities ideally look like?

Lastly: How would it make you feel to achieve your vision? How would you reward yourself?



Exercise

Vision Summary Board



A visual to summarise and share with your team

It's important to communicate your vision summary openly with your team, to achieve their buy in and lay the foundations for an underlying big team effort to drive the right decisions and actions.

