

THE BUSINESS OWNER'S GPS SERIES

YOUR DESTINATION

**Define Your Company's
Vision for Profits and Fulfillment**



THE SOFT STUFF DRIVES THE HARD THINGS

HANDOUT

VERSION 1

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WHAT IS VISION?

*Vision is a destination – a fixed point to which we focus all effort.
Strategy is a route – an adaptable path to get us where we want to go. -- Simon Sinek*

There is a journey to discover your crystal clear vision. The journey starts with identifying the soft stuff, the aspirations inside you and what you feel you need to be doing for a better future. Then imagine what the future looks like and articulating the hard things as a clear business destination.

THE SOFT STUFF DRIVES THE HARD THINGS

SOFT STUFF



Personal Side of Vision

Aspirations/Desires for the Future
Values/Core Beliefs
What you should be doing?
What should be done?
Skill-sets
Opportunities
Relationships

What does your future personal destination look like?



Yearly Milestones/Goals



Quarterly Goals

Calendar of Events/Activities
Set reminders on phone
Etc.

HARD THINGS



Business Side of Vision

Opportunities
Business right size
Financial targets
Products/services
Customer characterization
Employee roles

What does your future business destination look like?

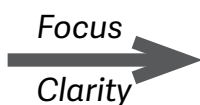


Yearly Milestones/Goals



Quarterly Goals

SMART Goals
KPIs
12 Week-Year
Getting Thing Done (GTD)
Etc.



SIX AREAS OF CLARITY

Personal Side of Vision

Personal

Relational

Spiritual

Business Side of Vision

Professional

Network

Financial

YOUR NOTES