

Vision Worksheet

In the simplest things in our lives, we decide what we want to accomplish before we start trying to figure out how to do it. We do this unconsciously and instinctively because it's the approach that works best.

With larger issues of greater significance, like building a business, we often don't take this approach. For whatever reason, we start to work without deciding specifically what we want to have accomplished when we are through with that work. The business draws us in. There's so much to do that there's no time to think.

How can you decide what to do if you don't know where you want to be after you've done it? Begin with the end in mind.

A company's owners need to share a common vision that will meet their goals. They need to specify what they want out of the company. All owners' visions need not be combined into one statement, but it is important that they not conflict significantly.

The process of writing the vision forces you to think rigorously about your goals for the business and for yourself. In the process, you can expect some surprises, and to learn about yourself. It's hard work, but it will expand your perspective and help identify what is really important to you.

Writing a vision is a very individual activity. It can't be rushed or done by a strict schedule. Come back to it as your thoughts evolve. Both your emotions and your intellect are important to the process.

The vision is the first step in the strategic planning process. It is the basis for establishing the company's mission statement and goals. This clarifies how the company operates for the management team and is critical to developing a flexible, responsive and open organization that is critical in today's competitive environment.

The outline on the following pages will give you some ideas about what a vision statement might contain, but don't be constrained by it. There are no right answers about what should be included. Remember that your answer to one part may affect your answer to others.

As an Owner (or Manager), this is what I envision for my company (or department):

- That it is recognized by its clients and employees as

- It is seen by its competitors as

- It has revenues and profits of

- It's reason for existing and purpose is

- It will differentiate itself in the market by

- When it succeeds, its accomplishments will include

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- The owners' roles and levels of commitment will be

- Its products will be

- The markets it serves will be

- The amount of income to the owners will be

- It is committed to
