

# Creating A Vision for YOUR Success



## Elements of an Effective Vision

- Inspiring to yourself and others
- Describes WHERE you want to end up, NOT HOW you're going to get there
- Set in the future, written as the present
- Full of key details and vivid imagery
- Want what you want
- Written from your heart

**Pick Your Date in the Future:** \_\_\_\_\_

## Consider These Questions (as well as others...)

- How does your business impact your life?
- What is your role in your business?
- What are the financial/material outcomes you desire?
- How do you want your store(s) to look, feel, sound, smell?
- What kind of experience do you want your customers to have?
- How do you want your team to function, feel, show up?
- How do you impact (or not) your community?
- How are you positioned in the marketplace?
- What's your place in your industry? Awards?
- How does your business function?
- What is it that makes your business special?

**HOT PEN! Write Your First Draft**



## Finalizing Your Vision

- Get input and possibly combine
- Review and revise until final draft
- Publish and share