



EXSIN



UNLOCKING SUCCESS THROUGH STRATEGIC VISION

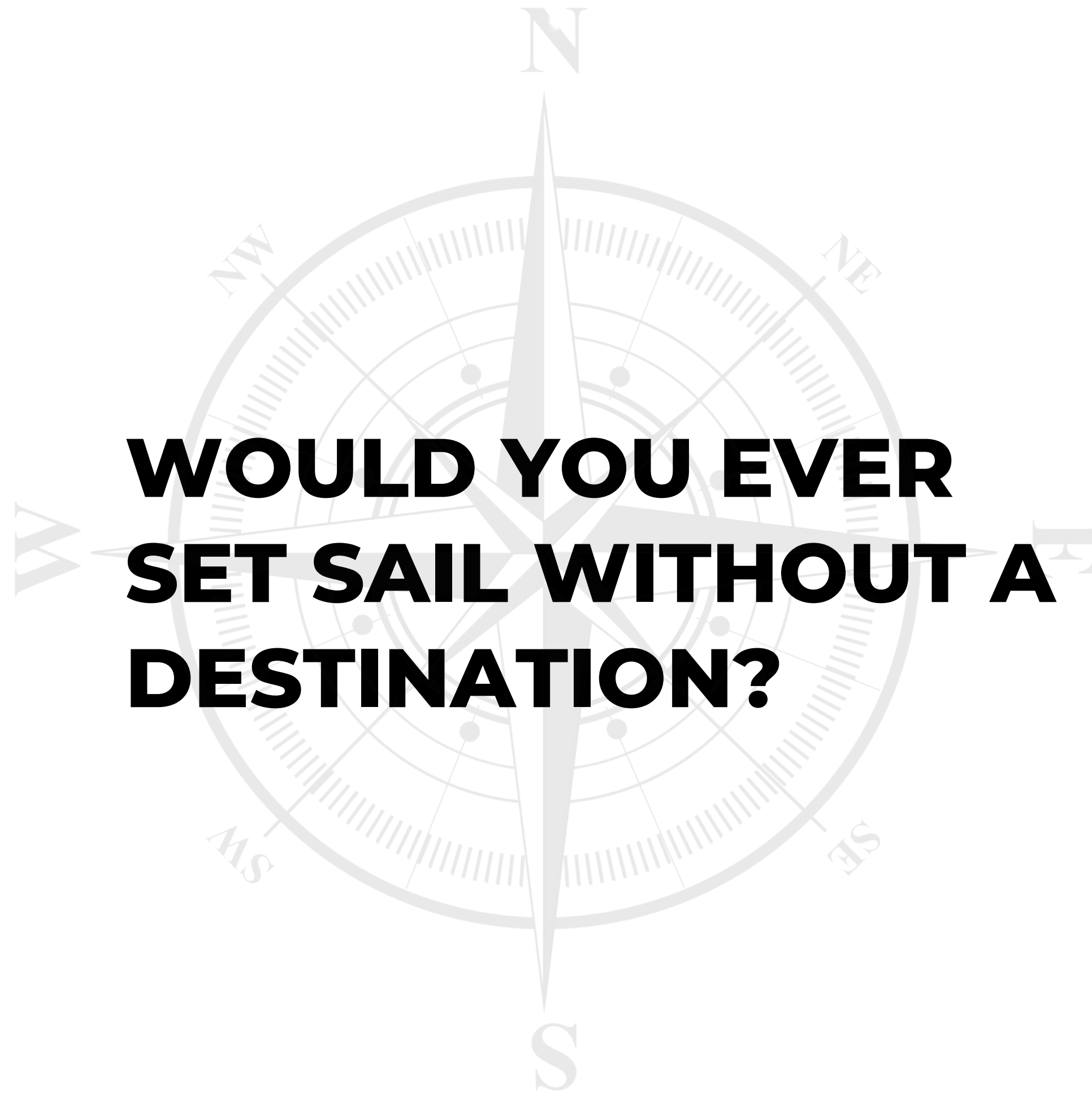
BUILDING BETTER BUSINESS OWNERS

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**WOULD YOU EVER
SET SAIL WITHOUT A
DESTINATION?**



EXSIN

**YOUR STRATEGIC VISION
SERVES AS YOUR LIGHTHOUSE**

Mission

- What you do now
- For whom
- How you do it
- What this achieves

Vision

- Where are you going
- What you want your mission to ultimately achieve, for you, your customers, and/or society

Goal

- Tangible ways you'll carry out your mission and progress toward your vision

Values

- What you stand for
- Beliefs through which you create and carry out your goals



**CAN YOU SEPARATE
YOUR PERSONAL
VISION FROM YOUR
STRATEGIC VISION?**

Bottom Line:

You should not have one
without the other.

YOUR PERSONAL VISION

YOUR PERSONAL VISION

- Helps you and your family to stay focused on personal dreams and priorities
- Ensures that the Vision for the business is not in conflict with the personal dreams and aspirations of the owner and his/her family
- Is done every year privately with family to accommodate changes that may have occurred



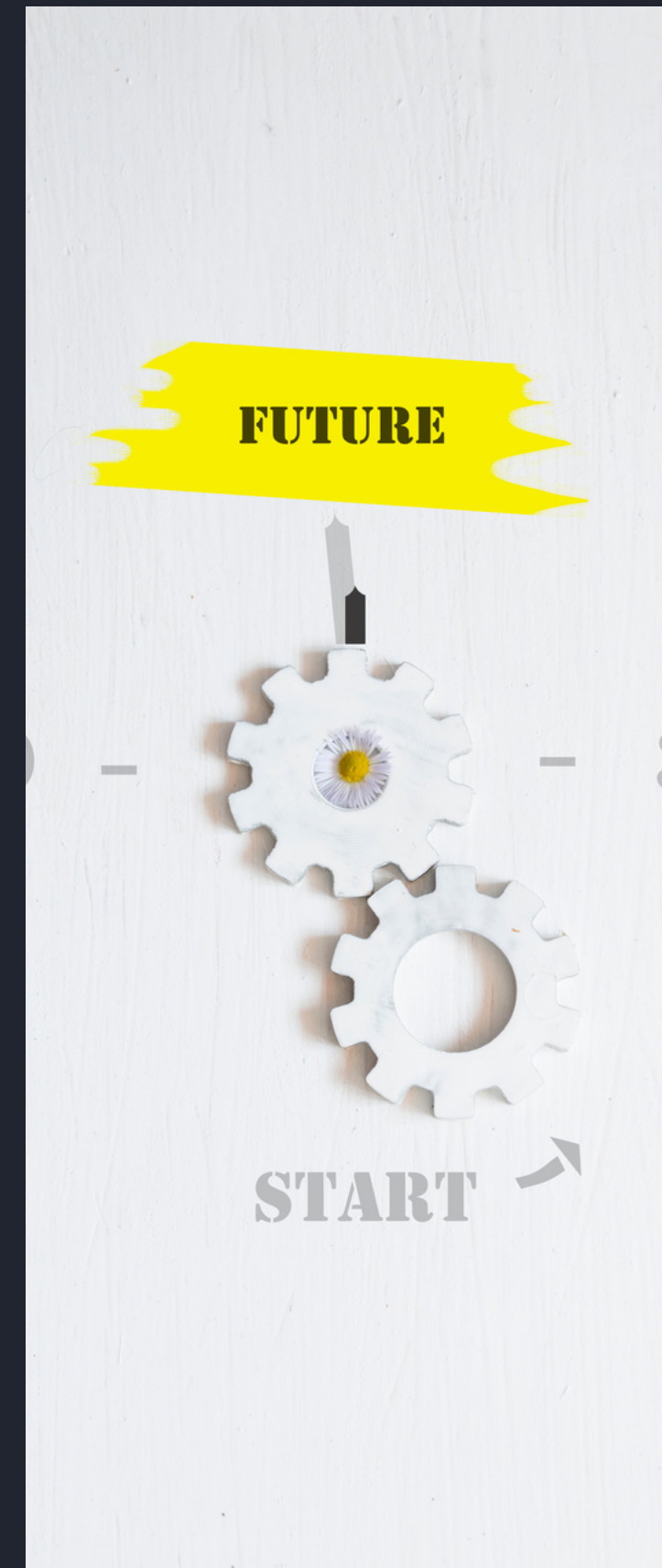


CHOOSE A DATE IN THE FUTURE, AND ASK YOURSELF

- What will be my day-to-day activities at work, even if the same as today?
- How much money will I need to completely retire, recognizing that the amount will vary based on when I decide to stop working?
- What hobbies or interests outside of work will I begin, or continue to pursue?
- Will I be involved with volunteer-type activities? If so, what will those be?
- Will I be active in philanthropic efforts? If so, which one(s)?
- If I have a passion in life, what is it, and when will I spend more time on it?
- What will be the perfect day for me?
- Where will I be living? Will I be living in different locations at certain times of the year? If so, where? What will my residence(s) look like, even if I still live where I do today?
- How far away will I be living from those who mean the most to me?

YOUR STRATEGIC VISION

- **FOCUS ON THE FUTURE**
- **SPECIFY A CLEAR VISION**
- **MAKE THE SCOPE BROAD**
- **MAKE IT ACHIEVABLE**
- **FIND SOMETHING STABLE**
- **INCLUDE RELEVANT GOALS AND VALUES**
- **WHAT MAKES YOUR ORGANIZATION UNIQUE**





Developing Your Strategic Vision

- Created by the owner(s), not by a team
- Designed to provide clarity and focus for EMPLOYEES, not the outside world
- Written in the future tense – “to be.....,” or “to become.....”
- Describes a very specific endpoint or destination
- This should be communicated regularly to employees at every “all hands” meeting
- Is realistic and achievable
- Can be measured so that you know when it has been achieved

THE PROCESS

How Do You Create a Compelling Vision Statement?

- Write down your organization's main purpose and function.
- Convey how you help clients or customers.
- List keywords and phrases that describe your vision for your organization.
- Describe what is unique about your organization's approach to its primary purpose. Send your draft out for review.
- Publish the final version.





LET'S SIMPLIFY

01. What is your purpose?

02. What is your problem?

03. What would the world be like without that problem?



INSPIRE A SHARED VISION

Leaders passionately believe that they can make a difference. They envision the future, creating an ideal and unique image of what the organization can become. Through their magnetism and quiet persuasion, leaders enlist others in their dreams. They breathe life into their visions and get people to see exciting possibilities for the future.





DEFINE THE DESTINATION AND ENJOY THE JOURNEY

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