



KNOW YOUR WHY

VISION AND MISSION STATEMENTS

WHY DID YOU OPEN YOUR BUSINESS?

You had a dream, a skill, a passion of making it happen.

For most, you jumped into the deep end. Some had a vision early, but it may have gotten lost in the everyday weeds of owning a company.

Peter Block says...

1. **Vision** is seeing the future while you're present.

2. **Vision** is the key to your future. 3. It's you imagining where you will BE in 3-5 years. 4. **Vision** is not you predicting the future, but creating it. 5. This is your **vision**, your journey. 6. You should feel being pulled towards the future. 7. Your **vision** helps you to attract opportunities & people you need.

MISSION

1.

What does your company do?

2.

What is the service or product does your customers receive from you?

3.

Be articulate and clear.

GOALS: TURN YOUR INVISIBLE VISIBLE



Goal Setting is Discipline



Focus Your Energy



Dream with a Deadline



Build Character



Provide Hope



Goals Require a New Version of You