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. It’s you imagining where you will BE in 3-5 years.
3. **Vision** is not you predicting the future, but creating it.
4. This is your **vision**, your journey. You should feel being pulled towards the future.
5. 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