



Owning It:

Visioning your Business

July 2019 for NACE

@beardfoundation
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**JAMES
BEARD
FOUNDATION**

Visioning 101

What is visioning?

Visioning is the development of a plan, goal, or an achievable dream for the future.

Visioning exercises do not take the place of a mission statement, mantra, or a strategic plan.

- **Small Project**
- **Broad Vision**
- **Personal Vision**

“Onlyness”

“Imagine how much better the world could be if every idea could have its shot, not just the ones that come from expected people and places.”
– *The Power of Onlyness*

Your personal experience is relevant, and valuable!



Define Success

What does success mean to you, personally and professionally?

What does owning a great business mean?

How do you define living your best life?

How does your industry define success?

How do you define success for yourself, and for your business?

Think about occasions when you felt successful. What happened that caused you to feel that way? Create a word storm of terms that you associate with success.

Be Proud! Confidence Counts

- A growing body of evidence shows just how devastating a lack of confidence can be.
- Success, it turns out, correlates just as closely with confidence as it does with competence.
- The natural result of low confidence is inaction. When we hesitate because we aren't sure, we hold ourselves back.



Draft the Vision Statement

- Choose your topic – Small, Broad or Personal
- Put your mind on the future, pen in the present
- Think big, everything is on the table
- Write from your heart, get personal
- Don't edit your dreams, this is a draft – there will be many drafts on the way to finalizing a statement!

Vision Checklist

The success story. What will you achieve?

- Focus on end result
- Is set in the future, yet stated in the present.
- Consider your company and personal values, and how do they fit into the vision.
- Know your goals, and use trackable metrics ie: we increased workers wages by 10% and saw a 20% reduction in turnover.
- Have a *specific* timeline for when you intend to meet certain milestones.
- Approach with constructive emotions of curiosity, passion, aspiration
- Be specific, descriptive and forward thinking
- Be stable, ensure your vision is unlikely to be impacted by market or technology changes
- You can edit and change it (this is a draft!)
- The visioning exercise should serve as the foundation for creating a broader strategic plan.

Share Your Story

What was the most interesting or useful thing you learned today about visioning?

What is your top priority action step when you return home or to work?



Thank You.

Stacy Carroll, Director of Impact

scarroll@jamesbeard.org

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