



HOW TO CREATE A VISION & BUSINESS PLAN MAP THAT INSPIRES YOU AND YOUR TEAM

Focus on putting together a Vision Map for the various areas in your business:

Here are a few ideas to get you started:

1. **Overall Business Vision** – who, what, how of the business delivery.
2. **Vision for:**
 - **Revenue** – Yearly goals, quarterly, monthly, weekly, daily.
 - **Operations** – SOP goals, templates, full team involved.
 - **Team** – measures of success, clear expectations.
 - **Profit** – shows how much your company keeps out of your overall sales .
 - **Industry** – what part do you play in your industry? Or what part do your clients play in the industry? What innovations will you lead with?
 - **Trials to Triumph** – any issues, potential problems or challenges now? Are there any trends to watch out for?

Vision Mapping examples to easily and visually provide focus and inspire you and your team.

Vision for Your Overall Business:

- ❖ This will be accomplished by offering relevant products and services to our ideal market through strategic marketing and sales.
 - Products _____
 - Services _____
 - Ideal Target Market _____
 - Marketing Strategies for 2019:
 - _____
 - _____
 - _____
 - Sales Strategies for 2019:
 - _____
 - _____
 - _____

Vision for Revenue:

Gross revenues will be \$_____ in 2019.

- ❖ We will sell \$_____ monthly.
- ❖ Which translates to \$_____ weekly and \$_____ daily.

Vision for Operations:

All operations will be streamlined, simplified and automated. The production within our company will be of the highest quality and expectations, following proven systems and processes that will support the expansion of the business and success of the vision.

- ❖ SOP (Standard Operating Procedure) Goal for each Quarter (or Month) _____

- ❖ Templates for this specific task each Month (or Quarter) _____
to simplify and streamline processes. (eg. Blog template, How to ... etc.)

Vision for Team:

- ❖ Team Member accountabilities are (by role) _____
 - e.g. Reception will answer calls within 2 rings or Sales will make 10 follow-up calls per day. (Gino Wickman; author of Traction, suggests that every person in your business should have a number they are responsible to achieve, maintain and/or improve.)
- ❖ Goal to give _____ (a certain #) of Team rewards for milestones achieved, to show appreciation.
- ❖ We will complete _____ employee reviews per quarter.
- ❖ We will decrease workplace injuries by 15% in 2 years.
- ❖ We will have reduced sick days taken by 10% in the next 2 years.
- ❖ Employee turnover will be reduced by 4% within the next 12 months.

Vision for Profits:

- ❖ We will increase our net profits by 5% in the next 12 months.
- ❖ Our profits will be increased by 15% within 3 years.
- ❖ We check pricing and quality annually with our suppliers.
- ❖ Our efficiencies will improve by 5% in the next 18 months. (list the steps you will take with timelines)

Vision for Your Industry:

- ❖ We are in the top 3 in our city within the next 12 months.
- ❖ We are recognized as leaders in the industry (explain how it will be measured, what you will be recognized for and create a timeline and key players)
- ❖ Pains in our industry: _____
- ❖ What can we innovate to resolve those pains?

Trials to Triumphs:

- ❖ We currently have this disconnect, issue or challenge that we want to resolve:

- ❖ Trends show that we need to prepare for _____
 - Here is how we will be proactive to address it _____
