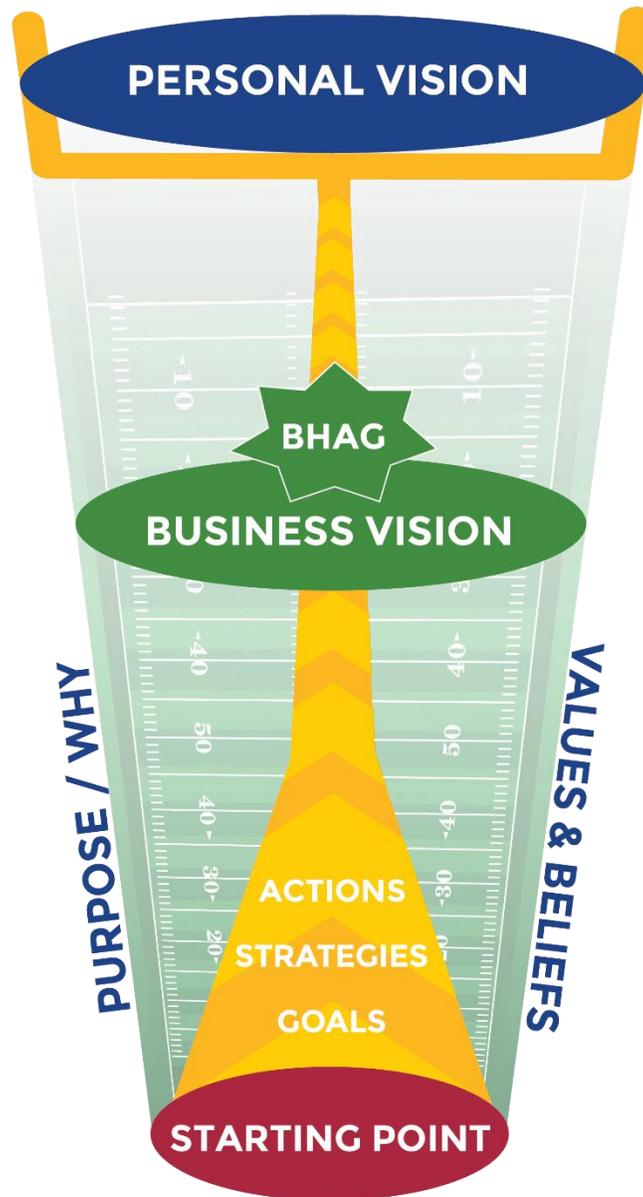


Aligning Your Personal and Business Vision

How to make sure your business produces the personal outcomes you want



Aligning Your Personal and Business Vision

“Making sure your business will produce the personal outcomes you want”

Before we try to do any real work to change your business, we want to know what your personal vision is. Why? **To make sure the business will produce your desired personal outcome.**



At the end of the time of your business, how do you picture your life? Looking out 5, 10, 15, 20 years, depending on your age, what kind of life do you want to be living? What properties, businesses, cash, cars do you want to have? What hobbies, investments, donations, achievements, vacations? What will your values, church life, physical health, friendships, family, be like?

What will you be DOING? Spending summers in your lake house, world travel, charity work, spending time with grandchildren, paying for their private school, spinning off 3 other businesses, etc.?

The goal is to get a sense from a personal perspective for what you want to get out of the business so we can create the kind of business outcome that will produce the personal outcome you want out of your life. We spend time on your WHY and your personal purpose in life—all that goes into identifying your personal vision. In other words, we align your business vision with your personal vision.

Your personal vision informs the discussion about your business vision. It dictates the size or type of biz you want to build or the type of customers you want to attract. It drove Bob to switch from a focus on aerospace to a focus on custom lighting. You want to **make sure the business you’re building will produce your desired personal outcome.**



Once you identify the parameters for what the business looks like in the future, then we assess where you are today—that’s the starting circle at the bottom. We use 2 questionnaires to identify what strengths and issues your business has today. Once we have that, we have the end goal—your personal vision—and the beginning point—where your business is today.

As you move up from the starting point to the business vision, you use those 2 pieces as parameters for whether you're on the right track or not. If you do really creative work and an opportunity to do some kind of commodity thing comes along, you'd say that was outside the parameters. Same for values. If an opportunity comes along that's outside of your values, you wouldn't do it. Say, for example, you've identified that integrity is an important value and a prospect says he has to report all his costs to the government, so he wants you to inflate your cost numbers to him. You wouldn't take him on as a client.

Once you have the business vision articulated, the last step is to identify *how* you'll reach that business vision—your strategies, goals, and tasks.

One final thought... we've walked dozens of business owners through this process and amazingly enough, it takes less than half a day.

We'd love the opportunity to help you align your business with your personal vision. But if you don't call us to help, please, do it yourself—grab your significant other and a flipchart and get it done this week!



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