



# DISCOVER YOUR VISION

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<b>CORE FOCUS</b>	5.	FUTURE DATE
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	NICHE:	MEASURABLES
<b>10 YEAR TARGET</b>		HOW DOES IT LOOK LIKE
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	YOUR 3 UNIQUES	
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## CORE VALUES

*“They define your culture and who you truly are as people.”*

**STEP 1** *Make a list of people you know (family, colleagues, team members...) that if you could clone them it would lead to market domination.*

**STEP 2** *Go over the names, and make a list of the characteristics that those people embody.*

**STEP 3** *Your values will be within that list. So now, narrow it down. First, circle the ones that are truly important. Make a line over the ones that are not, and combine those that are similar.*

**STEP 4** *Decide which values are core and really belong to your business. Make a list between 3 and 7.*

### Examples:

*A complete WOW experience*

*A special place to be*

*Can Do attitude*

*Enthusiastic, energetic*

*We have fun*

*We do whatever it takes in every situation*

*Fairness*

*Balance*

## CORE FOCUS

*“When business owners get bored, there’s always potential for them to get distracted by the shiny stuff and inadvertently sabotage what they have created.”*

### PURPOSE, CAUSE OR PASSION

*WHY DOES YOUR ORGANIZATION EXIST?*

*“When your purpose is clear, you should be able to take it to any industry. This will also keep you from confusing it with your niche.”*

## *Purpose checklist*

- It's stated in 3 to 7 words*
- It's written in simple language*
- It's big and bold*
- It has an "aha" effect*
- It comes from the heart*
- It involves everyone*
- It's not about money*
- It's bigger than a goal*

## **Examples:**

- Customer delight*
- To enrich the quality of life in our communities*
- To build a great company, with great people and great results*
- To create lifelong relationships and raving fans*

## **NICHE**

WHAT IS YOUR ORGANIZATION'S NICHE?

*"Your niche should be simple. It will ultimately become a filtering mechanism for your team to make its decisions as you move forward."*

## **Examples:**

- Solving complex real estate problems*
- Moving gallons*
- Simplify companies' printing environments*

## 10 YEAR TARGET

*“A long term vision so daring in its scope as to seem impossible”.*

*“You’ve got to be careful if you don’t know where you are going, because you might not get there”. -Yogi Berra*

### Examples:

*A referral from every client and every client from a referral.*

*20,000 units owned or managed*

*5 billion gallons moved*

## MARKETING STRATEGY

### YOUR TARGET MARKET

*“By defining your target market and creating “The List”, you are abandoning the shotgun approach for the rifle approach. As a result, your sales and marketing efforts will be much more efficient.”*

#### Ask yourself

*Where are they? (Geographic characteristics)*

*What are they? (Demographic characteristics)*

*How do they think? What do they need? What do they appreciate? (Psychographic characteristics)*

### Examples:

*IT directors in companies with 25 or more laser printers in Michigan and Ohio*

*Opportunistic, value-added or underperforming apartments, shopping centers, and office buildings in Florida and Georgia*

*Small to mid-sized privately held business-to-business companies in the US that meet our profile*

*35 to 40 year old moms that play tennis in Illinois*

## YOUR 3 UNIQUES

*"If you line yourself up against 10 of your competitors, you might all share one of these uniques. Some of you may even share two, but no one else should have the three you do. You need to settle on three qualities that will truly make your company unique to the ideal customer."*

*Ask yourself*

*What makes you, your team, your product or service unique?*

*What do your clients think is unique about you? (Ask them!)*

*Examples:*

*We get what you do*

*We generate results*

*High touch customer service and sales*

*By referral only*

*We invest in our people*

## YOUR PROVEN PROCESS

*Is the proven way you provide your service to your clients. (You can go into detail with this in Gino Wickman's book "Traction".*

## YOUR GUARANTEE

*"A guarantee is your opportunity to pinpoint and industry-wide problem, and solve it." "You are actually closing less business now because you are not entirely putting your prospective customers' minds at ease. If you can do that, you will gain more customers."*

**STEP 1** *Make a list of what you believe are the biggest frustrations, fears, and worries of your potential clients when doing business with you.*

**STEP 2** *List all the possible guarantees you would be willing to offer.*

**STEP 3** *Choose the best one.*

*Examples:*

*"When it absolutely positively has to be there overnight." - Federal Express*

*"Thirty minutes or it is free" - Dominos*

*Waiting time of 30 minutes or less - Hospital ER*

## 3 YEAR PICTURE

*“With your 3 year picture in mind, you can more easily determine what you have to do in the next 12 months to stay on track.”*

**STEP 1** *Select the future date (3 years from now, ideally at the end of a calendar year).*

**STEP 2** *Determine the revenue picture.*

**STEP 3** *Come up with a profit number.*

**STEP 4** *Determine your measurables. (These are 1 or 2 very specific figures that are a telltale sign of the size of the organization. It may be number of clients, units sold, number of referrals, etc).*

## NOW YOU HAVE IT.

### PUT ALL YOUR RESULTS IN THE CHART!

There's much more to cover. Like your 1 year action plan, your issues, your people, your process... **If you want to dig deeper, I strongly recommend you read “Traction” by Gino Wickman.**

