

The Seedling Sheet



02: Creating a bold business vision

The Essentials

Would you set out on a journey without a destination in mind? Or a map? Or without any thought about any obstacles that might slow you down? You need to consider all these things to make your journey worthwhile - and it is no different in business. Without a long-term vision of where you want your business to be, how can you head in the right direction, or ensure that the people you are travelling with - your staff - put their efforts in the right direction too? With a bold, detailed vision, it is then possible to create a map - your business strategy - of how to best get there and enthuse and engage team members to help you achieve it. With a strategic map, you can easily plot responsibilities, plan resource and set measurements and milestones in place. Enjoy the trip!

If you do one thing about turning your business wheel...

... then start to build a bold, Technicolor, detailed vision of where you want your business to be in 12, 24 or 36 months time (or longer if required). It is best to build a business vision with all key stakeholders in the business. The following exercise, Headlines, is a simple way to get everyone thinking about the future of your business.



- 1 Select a relevant newspaper or magazine for your industry.
- 2 Stick a blank strip of paper over the headline (and cover the date).
- 3 Ask the group to individually write the headline that they most want to see for the business in 12, 24 or 36 months time. Make it bold, brave and daring!
- 4 Compare headlines. What themes emerge? Do the headlines start to point toward a particular destination for the business?

Headlines is a great springboard from which you can start to build your business vision.

Want to know more?

The Business Allotment can help you start your business wheels turning by working with you to create a bold vision for your business a strategic map to help you get there, measure progress along the way and understand the potential obstacles, in a highly practical 2.5 hour session.

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