Creating a *Vision*

You need a vision for your business. It serves to provide you with an overall sense of direction and acts as the starting point for planning your strategy, business plan and goals. Without one you run the risk of lacking focus, with no true understanding of where you want to be and what you want to achieve.

The vision for your business adds purpose, meaning, passion, inspiration and value to your plans and goals. So, when things get challenging, which they will, your vision will keep you motivated and focused.

As well as giving you a clear sense of direction, your vision also helps clarify what you won't do. In a world full of distractions and competition for attention and finances, this is imperative.

Crafting your vision

The word vision means:

- the faculty or state of being able to see
- the ability to think about or plan the future with imagination or wisdom
- a mental image of what the future will or could be like

So before writing your vision statement, clearly it makes sense to actually create and see it first using images. The best approach for doing this is imagery in collage, because images:

1. tap the unconscious, allowing you to gain new insights and perspectives in relation to your business
2. are a creative way to plan the future with imagination
3. allow you to compare and prioritise ideas
4. enable you to connect emotionally to your vision. This is important because your emotions influence decision making and behaviour.

Your completed piece:

5. allows you to see the bigger picture
6. is easy to share and talk about
7. will remind, inspire and motivate you

Additionally, if your business is a joint venture you can be clear you share the same vision, as you co-create together. Once you've crafted your vision, you're now in a stronger position to articulate and write your vision statement.

for your Business

Your Vision Statement

Don't confuse your vision with your mission statement. The latter states the purpose of your organisation. A vision goes further. It paints a picture in clear language of where your organisation is going. That's why you must start with this.

Also, unlike goals your vision statement isn't time bound. Instead, it underpins everything you do with your business. For example:

Google's vision statement is: "to provide access to the world's information in one click." The company's nature of business is a direct manifestation of this statement.

Virgin's overall statement is "Changing business for good" which guides and drives every service.

Two very different statements, but each reflecting the nature of how the company operates and interacts with its customers. The purpose of your vision statement is the same. A well-crafted, purpose driven statement, is easy to share, has a strong clear message, and enables your customers and like-minded individuals to connect with you and use your services.

So, if you don't have one yet, now would be the time to change that.

UnglueYou run regular workshops, where you can create the vision for your business using images in collage.

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