**3-YEAR COMPANY VISION**

*“When you know what you want, and want it bad enough, you will find a way to get it.” -Jim Rohn*

Your vision is a picture of a desired future state. It must be ***Clear*** enough that it guides your company, ***Compelling*** enough to inspire people to follow it, and ***Credible*** enough for people to commit to it long term. As soon as you write it down, it serves as the guidepost. All your decisions, communications and projects are geared towards achieving it. Your Vision is typically updated each year.

**Consider the following questions before writing your visions**. **In 3 years…**

* How big is your business? Revenue , # Employees
* What are you most known for in your community?
* Who is your primary customer?
* What services do you offer?
* What is your service area?
* What does your marketing look program like?
* What business systems do you have in place?
* What management positions do you have filled? Do you have a management team?
* What is your organizational culture like?