

3-YEAR COMPANY VISION

“Our desired future state. A compelling description of what we want to achieve.”

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. By the end of 2029 ...

- How big is your business? Revenue, # Employees
- What is your organizational culture like?
- Financial condition of company? Reserves?
- Who is your primary customer and service area? Have you expanded?
- What are you most known for in your community?
- What services do you offer – any new ones
- What new positions have been filled?
- How are you better than your competitors?



- What will your training programs look like?
- What technology are you implementing?
- What new positions do you have filled? Do you have a management team?
- How are you tracking results?
- What are you, as the owner, doing?
- What management systems and meetings do you have?