

## PERSONAL AND BUSINESS ENVISIONING

Visualization is a tool to access imagination. It is the preview of coming attractions. Everything is created twice. First in the mind. Brain research has determined your subconscious doesn't know difference between what is real versus what is imagined. Therefore, every image you give to the subconscious is assumed to be real. Your behavior is determined by the results you expect. When you expect to succeed you take all the necessary actions to prepare for it. Visualization is one of the most important skills to manifesting desires. Vision gives us purpose. And purpose drives action. Once you have completed the Triggering Event, your next task is to create, or at least revisit, your personal and business visions.

### PERSONAL ENVISIONING WORKSHOP

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The first workshop you should complete after the Triggering Event is the Personal Envisioning Workshop. Consistent with our workshop format, it should last two to three hours if you don't overthink it. This process requires some private soul-searching. Get yourself to a place where you feel comfortable and can reflect on what's important to you. A mentor of mine calls this "QBT" (Quality Beach Time.)

For example, consider taking a walk on the beach. During this walk I want you to consider the following:

- == How old will you be in 10 years?
- == Generally, where do you see yourself in 10 years? Envision your future. What are your long-term wishes? Dreams? Consider your age, health, money, family, and business involvement. Define a personal wealth goal.

Next, start positive and consider what you are grateful for in your life. Consider your roles in life. Roles such as father/mother, husband/wife, teacher, philanthropist, athlete, etc. Finish these starting statements if you are having trouble.

- == I am a...(define your roles)
- == I am most proud of...(consider your life accomplishments)
- == I am thankful for...(think about the things you are grateful for)

Next, during your walk use something I call S.T.E.P. to think through what drives you **Spiritually**, which is usually the source of your passion, **Things** you would like and could do without, **Experiences** you would like to have and avoid, and **People** that are most important in your life and the kinds of people you like to avoid. Consider the things on your bucket list if you have one.

**Spiritual** – What is your source of inspiration? Consider the starting statements below if you are having trouble expressing this. Once you think about what you believe in and love, ask yourself why. At the end of this thought process, try to name your center by completing the statement, “More than anything else, I believe my center is...” Usually we have multiple centers such as family, faith, money, self, excitement, experiences, business, etc. But usually, one stands out more than the others. If there is more than one you want to state, that’s fine. Think about why you get up and slug away every day. Where does that passion come from?

= I believe in...why?

= More than anything else, I believe my center is...

= I love to...why?

**Things** – What things do you want and what things can you do without? Consider the following starter statements if necessary.

= I already have...

= I don't need...

= I would like more of...

**Experiences** – What experiences would you like in the next 10 years? What experiences would you like to avoid? Consider the following starter statement if you need to.

= If I had more time I would...

= If I could, I would avoid...

**People** – Describe the relationships that are important to you. What relationships would you like to avoid? Consider these starter statements if you need to:

= The people that are most important to me are...

= The types of people I would like to avoid are...

**Core Values** – Most of us have personal core values, although you may not have them written down or even be self-aware of them. I want you to be more aware of them and writing them down will help you articulate and remember them. Consider the following starter statement if needed:

= The people I look up to are...(describe the characteristics of people you hold in high regard. You most likely hold them in high regard because you respect their personal characteristics.)

## CREATING A PERSONAL ENVISIONING STATEMENT

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After you return from your walk, write down these thoughts. Writing it down will help you become more self-aware. Then re-visit the Personal Themes from your Triggering Event. What were your strengths? What needs improvement? What were your weaknesses? Just summarize them. I do not want you to come up with specific actions to improve them right now. We will do that in our next step. For now, just be aware of your strengths and weaknesses. This is called your Personal Envisioning Statement.

That's it. Pretty easy, right? You can share and should share these thoughts with your loved ones and possibly your Personal Advisor Board if you have one and feel comfortable enough sharing these personal thoughts and aspirations. The Personal Envisioning Statement will be used in future workshops as a guide when we develop your personal action plan. You should revisit this document every 90 days. Does it still resonate? Does it need to be revised based on what has happened over the previous 90 days? Stuff happens. Things change. Your vision needs to be up to date and present in your mind. You can be fast and flexible by revising it every 90 days if you need to. Plus, what's important to you will become clearer as you revisit that side of you every 90 days.

## BUSINESS ENVISIONING WORKSHOP

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The second workshop you should complete after the Triggering Event is the *Business Envisioning Workshop*. Again, I would recommend you do this with a facilitator but if you are more of a DIY person, you can try to do it by yourself. Either way get yourself into a place where you can do some soul searching. I like to visit the beach or make a trip to my lake house.

## CREATING A BUSINESS ENVISIONING STATEMENT

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**Get a piece of paper out and start writing. Think out five to 10 years. Keep it high level – don't overthink it.**

**Opportunities & Threats** – What are the high-level opportunities and threats to your business in the next five to 10 years? For example, opportunities could be selling your business at a double digit multiple, doubling, or tripling revenue, building a company of significance, positioning your business to dominate the market, etc. Threats might include death or health Issues (think about the 5Ds: Death, Disability, Distress, Divorce, Disagreement), losing a major customer, losing a key employee, a dramatic downturn in the market, a threat from a major competitor displacing you. You get the idea.

**Core Values** – Write down the core values of your business. These are the guiding principles of how you want your business to operate. Think about how a supplier or customer would describe doing business with you. What characteristics are important to you and your team? If you are having trouble consider this starting statement:

== The businesses and business leaders I most respect demonstrate the following characteristics...

**Brand Promise** – Now write a Brand Statement. What is your mission? Why do you believe you can achieve this mission? What proof do you have? What is the Tone and Manner of doing business with your company?

**Long Term Targets** – Set some long terms targets. These could be sales, gross margin, EBITDA, the value of your business certainly should be one of them, number of people, number of customers, or better yet the numbers of customers that make up 80 percent of your revenue, etc.

**Strategic Competencies Needed** – A competency is a capability to apply and use knowledge, skills, and abilities to successfully perform. Think about the competencies you need to develop to achieve your brand promise and targets. For example, you might think you need to develop better marketing competency to achieve doubling sales in the next five to 10 years. Another could be developing competency in value acceleration and exit planning. There are two ways to think this through. You can take a functional view using the Business Planning Pyramid. Using this tool you would think about customer, marketing, sales, fulfillment and so forth. The other way to think through this would be to use the 4Cs as your guide. What Human, Customer, Structural, and Social capital competencies need to be improved to achieve your brand promise and targets? Write down no more than five.

**Key Performance Indicators (KPIs)** – Come up with one or two key performance metrics (KPIs) that tell you that, in general, indicate how well your business is performing. I know you probably have more than one or two now. But which one or two are the best indicators. For example, at EPI one of ours is how many advisors complete the CEPA program. Another is member renewal rates. If we hit our marks for these two numbers, we can be pretty certain that all the others will be in line as well.

That's it! This written document is your *Business Envisioning Statement*. In the next set of workshops, you will share this with your team, and they will have the opportunity to contribute. I like to do this first workshop 1:1 with business owners in a workshop format to help them think it through before we meet with the rest of the team. This gives the owners a chance to think about it, discuss it with me, and decide how they want to share it with everyone else.