

## Shaping A Business Vision

Understanding and shaping vision is the basis for any new or existing business. Vision development is a process. In this process of defining our purpose, objective, goals, and action plans, serious thought and intense soul-searching are required for any individual, family, or business structure.

---

There are no simple answers or easy steps. Millard MacAdam offers, “When I develop my goals and keep biblical principles in mind, I more quickly and easily achieve the goals I’ve set for all areas of my life.”

I like to break down vision into a minimum three-part process. That is a process of understanding your business purpose, your business goals, and your business action plans. You could break it down even further by adding a fourth category: your business objectives. In that sense, the steps of understanding vision would be as follows:

- 1. PURPOSE**
- 2. OBJECTIVE**
- 3. GOALS**
- 4. ACTION PLANS**

So what about purpose, objective, goals, action plans? How are they accomplished? You must determine the best way to understand and resolve these questions. Let’s first outline a simple business-related definition on each part of the vision process from which to begin. We will define each of these areas in a macro sense.

**Purpose:** Your purpose might be to grow a successful type of business. This business must be clearly defined but should not be firmly tied to a particular product or service that you produce or sell. Products and services come and go—you don’t want to make the mistake of limiting yourself to a dying service or outdated product. If you make that mistake, your business decisions will be centered around a product and not the business environment in which you function.

For example, instead of selling telephones, you might be a communications company.

In the early 1800s, some were in the business of manufacturing wagons and buggy whips. In the early 1900s, others built railroads. Many of them soon either went out of business or lost much of their market share. If instead they had defined their business purpose to become a transportation company, today their operations might include airplanes, ships, trucks, and other similar services. Don't begin your business by defining it too narrowly.

By broadening your description, new innovation and technology, a changing economy, or other market forces will not leave you in the past with an outdated company offering an out-of-date product or service.

**Objective:** Your overall objective could be to develop the company into one of the top regional businesses in your industry.

**Goal:** Your goal may be to design, manufacture, or sell an innovative and quality product that meets the needs of the marketplace.

**Planning:** The planning process would include writing a marketing plan, hiring staff, evaluating products, and securing financial resources.

Now, if you are starting a new business, it might not be useful to engage in serious business vision-setting until you understand these same concepts from a personal perspective.

**The desirable attitude toward your future...is summed up in two self-management concepts: goal setting and action planning. When joined together, they form a strong foundation upon which selling success is built. Experience will teach you that selling success, financial success and happiness are mainly the result of two things: persistent effort to develop your personal assets; setting up and steadfastly pursuing a series of goals for growth.**