



## Your Business Vision Visioning Exercises

### Part I - "Rocking Chair" Vision Exercise



INSTRUCTIONS: This exercise helps you see the vision you *already have within you* for your business.

- What is the bigger vision you have for your business? What is the biggest vision you have for your business?
- Allow yourself 20 minutes of quiet time to ponder and write your answer in the space below!
- Let your imagination go, **write a story and paint a picture for your business with words.**
- Don't worry about beautiful writing, just write down what pops into your mind, what you see, hear and feel. A bullet point or numbered list, short or long rambling sentences - it doesn't matter. Just write it down.
- Finally, if you need more space, simply turn over or grab another piece of paper.

Take a moment to imagine that you're 90 years old and are **sitting in your rocking chair** and looking back over your **IDEAL life**. You are happy and healthy and your business succeeded beyond your wildest dreams. Then, simply answer the questions below.

1. What is it about you and your business that **people value**?
2. What has your business **achieved**? What are you **proud of**? How has your business added meaning to your life and given you a sense of **fulfillment**?
3. What **difference** has your business made in people's lives? In the local community? In the world?
4. What are the **best parts** of your business? What **shows you** that your business has been a **success**?
5. What is **great** about your life? How has your business **helped you achieve** your goals and dreams? What **can you see** around you? What are you **hearing**? What can you **feel**?

**Final Tip:** The complete picture may not magically arrive, just put pen to paper NOW and write – see what happens!



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### Part II - "Retirement Party" Visioning Exercise



#### BACKGROUND:

- This visioning exercise involves you imagining some point in the future, when you're going to retire or withdraw from running your very successful business.
- Are you handing on your business to a daughter/son? Or have you have sold or closed down your business?
- However you got here, a big party is being held in your honour. This party is celebrating you, what you brought to your business and what your business has achieved.

So, take a moment to imagine that you're at a party celebrating you and your business! Someone has written a retirement speech celebrating you - what would it say? Use the question prompts below to help you, write the retirement speech that someone will read ABOUT you in the space below.

1. How old are you? Who is at the party? Where is the party being held?
2. What has your business achieved in the community or in the world?
3. What is it about you and your business that the **people at the party truly value**?
4. What would YOU want to be said about you? What would you be disappointed if it was not said?
5. What did you do that was truly amazing? Where did you surprise yourself? Where did you surprise others? What are you MOST proud of?
6. What mistakes did you make, that you can laugh about now?
7. What is the essence of your business you want communicated to whoever takes your business forwards?

**Final Tip:** Don't worry about writing a good speech - instead concentrate on what the speaker might say - if it helps, imagine this is a first draft of the speech, just to capture the key points:



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### Part III - "Newspaper Article" Writing Exercise

#### BACKGROUND:



- This visioning exercise involves you imagining you have achieved a great milestone in your business. This could be an award you have received (customer service, best \_\_\_\_\_ in \_\_\_\_\_, reader's choice) or it could be a financial goal, number of employees, locations, products or something else. What would success in your business look like for you?
- Now, write an article as if written by a newspaper about the recent milestone and successes you have achieved.

#### Tips

1. Write from 250-500 words in in the PAST tense.
2. Mention yourself, employees and any sources quoted by name.
3. Include recent successes and other relevant business highlights.
4. What does your success MEAN for the people reading it - how do the readers benefit?
5. OPTIONAL: What newspaper would you like to be featured in? Try (as best you can) to write in that newspaper's style.

**Final Tip:** Don't worry about grammar or spelling - this is about capturing your vision and essence.