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8 Reasons Your Business Should Have A Vision

- 1. Alignment and purpose:** A clear vision can help align your team and give them a sense of direction. If the vision is not known or if it is outdated, it can fail to achieve the above, causing frustration and wasted time.
- 2. Detailed and comprehensive future planning:** A vivid vision provides a comprehensive picture of the future of the business, empowering all stakeholders to work towards that vision.
- 3. Coordination and inspiration:** A vivid, emotionally impactful vision of success can guide and inspire the team to achieve their goals. This involves not only setting measurable aims but also painting a clear and compelling picture of the 'why' behind it all.
- 4. Clarity across different business areas:** A vision should be created to cover different areas of a business, such as sales, marketing, IT, operations, and finance, to ensure that everyone is working towards the same goals.
- 5. Investment and inclusion:** Communicating the vision in a way that makes the team feel invested and included is essential.
- 6. Attraction and repulsion:** A vision can attract people who align with it and repel those who don't. This ensures that the business draws in clients and team members who want the same things, and repels those who won't work well in the business.
- 7. Goal setting and measurement:** While the vision document focuses on qualitative aspects, team members can use it to create relevant quantitative goals for the current year or quarter, enabling them to work towards the owner's dream while setting and measuring relevant short-term goals.
- 8. Memorability:** Making a vision memorable, perhaps by creating an acronym from the business name or a part of it, using each letter to represent a value, can help create resonance with the entire team, encompassing how the business operates and how the team feels about the work they do.

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