

Overall Vision?

Close your eyes and imagine 3 years from now….It’s \_\_\_\_\_\_\_\_\_\_\_\_ 202\_. In the context of your business, what do you see?

Success – What it looks like in 3 years?

These are defined measurable targets:

* What is our annual sales figures?
* What is our profit for the year?
* Where are we operating?
* How many staff do we have?

How do I feel?

People, Culture & Spirit?

Brand & Image? What do you Stand for?

Leadership / Role?

What is my role?

Internal Communication?

Customer Service?

System & Processes?

Core Capabilities? Why are you Unique?

Products & Services?

Framework sourced from Cameron Herold <https://www.cameronherold.com/>