

BUSINESS VISION

Your Business Vision, like your personal vision, is your dream about what you intend to have created for your business at some future time. Think about your business 5 or 10 years in the future. Verbally describe what your business will look and feel like. Make a list of the things you want to have or have accomplished at that time. Assume you can accomplish anything you choose. **Do not limit your dreams.**

YEARS FROM NOW

In my career, I will have _____

Financially, I will have _____

Then condense the contents of the list into a single statement.

MY BUSINESS VISION IS TO HAVE _____

Again, state the goals to achieve your business vision in measurable terms and be specific. Put two or three measurable goals to each category to help you attain the goals you have listed. Prioritize these in line with your mission and vision and select the top three or four goals to work on for the coming year. Concentrate on those that most support your purpose and vision in order to improve your chances for success. It is a good idea to check your vision and goals against your business mission. You may find you need to adjust your mission if your vision leads you in a different direction.

MY BUSINESS GOALS for 200_:

1. _____

2. _____

3. _____

4. _____

BUSINESS MISSION

Your business mission statement is very similar to your personal purpose statement. A primary difference is that you get to choose your business mission. If, however, you choose a business mission that fails to completely support your personal purpose, then to that extent, your life will be off purpose and ineffective.

Your Business Mission statement will be a single sentence which clearly expresses the following:

1. WHAT you sell (product or service)
2. TO WHOM you sell (or serve)
3. WHY your clients do business with you

Your mission statement can describe either what your business is now or what it will become if you are changing it.

THE MISSION FOR MY BUSINESS IS _____

IMPORTANT LEGAL NOTE ON PEER TABLE PROGRAM

CLOSE LEGAL ATTENTION NEEDS TO BE GIVEN TO ANY PROGRAM WHICH BRINGS TOGETHER DIFFERENT PROVIDERS OF PRODUCTS AND SERVICES TO DISCUSS BUSINESS PLANNING AND MANAGEMENT, SINCE CERTAIN KINDS OF DISCUSSION CAN INADVERTANTLY VIOLATE ANTI-TRUST LAWS. FOR THIS REASON, ASID LEGAL COUNSEL HAS REVIEWED THIS PEER TABLE PACKET.

ALTHOUGH LEGAL COUNSEL HAS NO LEGAL PROBLEM WITH THE PEER TABLE PROGRAM AS OUTLINED IN THE PACKET, HE HAS MADE IT CLEAR THAT THE SPEAKERS PRESENTING THE PROGRAM MUST ADMONISH ALL CONCERNED THAT IN NO EVENT IS THE PROGRAM TO BE USED, EITHER DIRECTLY OR INDIRECTLY, FOR REQUIRING OR EVEN RECOMMENDING ANY SPECIFIC METHOD FOR DETERMINING FEES OR OTHER CHARGES.