

Company Vision

- Brooke: Welcome to Module Two. Now, Module One was all about you. It's about you as the founder getting your act together. Module Two is all about your business. Now, it's not the nitty gritty. We're not getting in the weeds yet. We have to do that aerial view of your business, step back from it, and make some big decisions before we dive in and get into the tactics. I really want to make sure you make it through this entire module and get that big vision for your business before you start doing the specifics. It's super important. Yeah.
- Kris: Yes. The work we're going to do now really becomes the rudder for the rest of how you're going to steer, manage, and grow your business. So you can't skip this step.
- Brooke: Yes, it's super important. So, what we're going to start with is your business vision. It's amazing to me how many businesses don't have a vision, don't know where they're going, don't know why they're even in business. You ask a lot of our students, a lot of our clients, you ask them, "Why are you in business? What is the point of your business and where is it going?" What are some of the answers that you get?
- Kris: "I just, I honestly don't know. I've just started. I wanted to do this and now I'm here." Or, "I haven't really thought about it." Or, "I thought it was this but now it's this." So there's no real compass for how you're building your business if you don't have a vision.
- Brooke: Right. And a lot of people talk about creating a vision, and it's 12 paragraphs long, and it's hidden in the bottom of some drawer somewhere. So, we're going to teach you how to do a vision in a very simple way. And I'm going to do it by sharing with you how we did the vision for my company.
- Brooke: So, when we did the first module one we talked about you having personal goals for yourself and what you want for yourself personally and that's super important. You need to know what your personal goals are. Your vision is your big goal for your business. What is the point of your business and why are you in business? We want it to be one sentence, not a paragraph, not 17 sentences, just one. How can you capture what the point of your business is?
- Brooke: So, my business is The Life Coach School and the main tool that we teach in The Life Coach School is the self coaching model. So, my business vision is to be an example of what is possible with the self coaching model. That is our entire purpose. The way that we're going to be an example of what is possible is by making \$100 million within one year. I didn't have to look it up. I didn't have to read it. I know it by heart. Everyone in my business knows that the vision for The Life Coach School is to be an example of what is possible by making \$100 million

within one year. So, when people are trying to make their vision for their business, what do you recommend they think about and what do you recommend they do in order to come up with their one sentence vision?

Kris: So, the first thing we have to go back to is why are you in business? Why did you even start this in the first place? What was the purpose behind the work? And really getting entrepreneurs when they're scaling, and when they're growing, and they're in their own river of misery that we've talked about, they forget that. They get consumed with the reactive challenges they're having to deal with every day, they get consumed with how much money they are or aren't making, and they really forget why they're doing this in the first place. It's amazing when we just take a little bit of time, a little bit of quiet space, and you reflect on why are we in business.

Kris: That's what's so great about Brooke's vision. Knowing that she wants to be an example of what's possible. She wants her business to be an example of what's possible using their primary tool. It just synthesizes everything. It makes the decisions they have to make as a business simpler, it helps her employees know what they should or shouldn't make as a priority, but it takes you as the leader of this business being really, really clear about why you're doing this in the first place.

Brooke: One of the important things you want to remember when you're writing your vision is that it needs to be about you and not about your customers. You want to make sure that your purpose in your business is about what you will do, what you will create, who you will become as a business and not necessarily what you hope the influence on your customer will be. OK? That's of course part of your business. What you hope to do for your customers. I hope to help my clients think better thoughts but that's not my vision. My vision for my business is where will we end up and that's why tying a financial piece to it is super important. So, when you sit down to write this, make sure we will instead of my customers will and make sure that it's your financial vision as well not something that you hope or is dependent on someone else doing.

Brooke: Listen, you can have the most altruistic thing that you want to do. You want to help millions of people. You want to cure something. You want to heal something. I love that. But you are in business and businesses need to make money in order to stay viable, in order to grow. So, what I'd like you to consider is the first part of your vision is that purpose, maybe it's that contribution. Now listen, it may not be altruistic. It may not be purposeful in the sense that other people would be like, "Whoa, that's very impressive." It may just be that you want to make really good butter. Whatever it is, you get to pick what that vision is and then attach it to a long term, at least a 10 year vision for how much revenue, or profit, or growth you want to have for that business. It really is as simple as that. Why are you in business? Why do you want to be in business? What's the contribution you want to make? And how does that translate into a financial goal for your business?

Brooke:

We want you, as soon as this video is over to simply write it down on a piece of paper. You might need to brainstorm. You might need to think about it. But narrow it down to that one sentence and then just leave it alone. Don't mess with it. It doesn't have to be perfect. But it will be, like you said, the rudder. It will be the thing that you can always look to. Are we fulfilling our vision as a company? Do not move forward from this video until you have a vision you can start working with.