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YOUR GUIDE TO
VISION CASTING

CREATING AND CASCADING COMPANY VISION

INTRODUCTION

As company owners and operators, we are all struggling to find and keep the best talent. The fact is that you are being hit with unpredictable punches from all sides: customers, competition, market changes, and employees.

Company vision provides needed clarity when those punches land.

VISION EXCITES THE RIGHT PEOPLE

There are countless systems to help you cast and explain your vision. The major issue is that many are complicated and make it difficult to articulate. I want your vision to work with your people and processes to drive profits.

In this E-Book, I will lay out for you the basic steps to create a compelling vision and how to forecast it in ways that are easy for your team to understand - all while allowing for the ability to pivot along the journey.

This is the very first step in taking your organization to the next level.
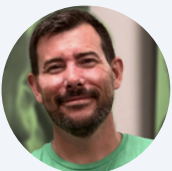
Will Blake, CEO at **PER4MANCE.IO**

BASICS ABOUT VISION

Before you create your company Vision,
let's talk about the ground rules.

THERE ARE NO JUDGEMENTS

When you start jotting down ideas for your vision, you may begin to listen to the "haters" in their own head. Don't do this. This is your time to dream. You can dream for a better life for you, your family, your wallet, and your employees. Have fun with this. No one likes to be on a journey that isn't fun - and you will indeed have some tough times

KEEP IT SIMPLE

Sometimes we can easily get distracted with shiny objects. Keeping your vision simple will help ensure that you and your team clearly understand the direction you are going. Simplicity will also ensure that everyone can remember it and recite it quickly.

AIM HIGH YET OBTAINABLE

When I work with Business Owners, I find that they live one of three areas:

1. They undershoot their vision and goals intentionally out of fear of failure.
2. They wildly overshoot their vision to something that isn't obtainable.
3. They have a goal that is everlasting but obtainable with hard work.

Your employees (present and future) want to be challenged and be a part of something special. Make sure your vision supports this need.

"YOU CANNOT CHANGE YOUR DESTINATION OVERNIGHT, BUT YOU CAN CHANGE YOUR DIRECTION"
JIM ROHN

CREATING VISION

Vision for everyone is different. **Answer the questions below to find yours.**

ANSWER THE FOLLOWING

1. What drives you? What makes you get up in the morning?

2. What makes you different than other owners? Not as a company, but as a person.

3. What do you not like about the way your customers are treated?

4. What do you not like about the way your employees are treated?

5. What are you really trying to solve?

6. What is your end game?

7. What do you consider to be your top 3-5 core values?

8. How will you exit your business (if at all)?

NOW THE FUN PART

You are trying to solve a major problem. Sometimes this problem may never be solved - but it can be at least improved by fixing what you didn't like in Questions 3,4, and 5.

In my company, I wanted to "Redefine the Employee and Customer Experience". I felt deeply that the definition of a construction contractor in the eyes of the public has been slowly degrading over the years. Bad service. Unreliable. Poor communicators. *I wanted to change that.* So everything in my company revolves around this purpose

VISION IMPLEMENTATION

For your vision to have traction, you need core strategies that activate and implement it.

THE PROBLEM

A major issue with companies is that there are always new dragons to slay and quests to be chosen. **But you can only focus on so much.**

THE SOLUTION

Think of the high concentration of light in the form of a laser. With laser focus, you can cut diamonds. With low concentration, you are lucky to light a 60-watt bulb. For vision implementation, we must simplify core strategies to only a *few* areas of focus.

To isolate your core areas of implementation, write down a list of all the problems your vision tries to solve. Then rank and categorize that list into:

Inside
Your Organization

Identify the one or two top things that fulfill your needs as an owner, improves employees' lives, or revolve around internal processes.

Outside
Your Organization

Identify the one or two top things that help your company fulfill its purpose to customers.

You should now have between two and four core focus areas for implementation.
As an example, here were my two inside and outside core strategies:

Champion Employee Relationships

Dominate Customer Communication

Become Financial Juggernauts

Innovate What and How We Deliver

TIMELINES

There has to be a deadline for your purpose and vision. Five year targets are best practice.

WII FM

Your employees' favorite radio station is WII FM... "**W**hat's **I**n **I**t **F**or **M**e?"

By seeing a clearly outlined purpose that ties to personal benefit, employees will see that your organization is worth working for both to achieve your vision and how that vision aligns fulfills personal benefit.

WHY

According to Forbes, the average tenure of employees is 4.1 years.

You want your goal to be a major milestone that barely outreaches average tenure - this naturally improves the retention of your team as they see the vision as a truly attainable possibility.

PER4MANCE RULE 5X5X5

Access and understanding your vision should be this simple for employees...

5 YEAR VISION

The 5 Year Vision must be summarized into 2-4 core strategies that address internal and external pain points.

5 MINUTE EXPLAINATION

The Vision should be known by all employees in a way that it can be easily explained by all in 5 minutes or less.
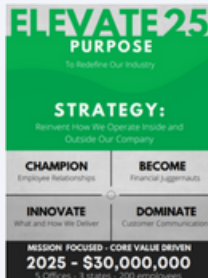
5 FEET VISIBILITY

The 5 Year Vision should be posted in a high traffic area at the office. Print it large so that it can be read from 5 feet away.

With Per4mance, you can easily remind your team of your vision.
Learn more at per4mance.io!

REMINDERS

Verbal reminders of your company vision is critical. Restate your vision to your team at least once per quarter so that everyone is rowing in the same direction. Keep it visible in other areas such as at the top of Performance Reviews.

ELEVATE25 PURPOSE
To Redefine Our Industry

STRATEGY:
Reinvent How We Operate Inside and Outside Our Company

CHAMPION
Employee Relationships

BECOME
Financial Juggernauts

INNOVATE
What and How We Deliver

DOMINATE
Customer Communication

MISSION FOCUSED - CORE VALUE DRIVEN
2025 - $30,000,000
5 Offices - 3 states - 200 employees

VISION CHANGES

Try your best to stick to the original vision... but sometimes a company's vision needs to change. Leave it to an annual planning day to ask your leadership team, "Is this still relevant?" in case any course corrections need to be made.

SHARE YOUR VISION
EMPOWER YOUR TEAM

SCHEDULE A DEMO WITH PER4MANCE
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