

Vision Template

What will the business look like?	
How will it act?	
How will it be perceived by its customers?	
Who will be those customers?	
What will be their expectations?	
What will the business do to meet and exceed those expectations?	
How big will it be?	
What people will it need?	
What Values and culture will be portrayed by the business?	
What resources will be required?	
Will it be located in more than one place?	
Will it serve multiple markets?	
What will those markets be?	
How much revenue will it generate?	
What will be the place of the business, within its community?	
<u>To prevent this picture from becoming too blurred, the first challenge is to place a time frame on this vision.</u>	
When will it be achieved? Is this a realistic time frame? What will be the annual, quarterly and monthly benchmarks necessary for that vision to become reality?	