

VISION

What the Project (or company) aspires to be within it's industry overtime.

Your project (or company's) Vision is a look into the distant future –1, 2 or 3 years, (or if you're working on a new company 10, 20 or 30 years from now). While that might seem overwhelming at first, it is a fantastic way to dream big – really big. Your Vision is the story behind why you started the project or business in the first place. Are there projects (or companies) that you admire that you want your project (or company) to be like? What it is about those projects (or companies) that you admire? Now take that information and envision your own project (or company) and the amazing things you want it to do.

Think about the story behind your project and business. What motivated you to start it? Why is it important for you to succeed at it? What obstacles did you face that helped you change course for the better? Why does your story matter?

SOME POWERFUL VISIONS :

McDonald's—Ray Kroc wanted a hamburger in every hand.

Apple—because everyone should be their own creative team.

BMW—if you're going to drive, feel what you drive.

QUICK TIP

Get your story down to a 15-second snapshot. Think of it as a highlight reel or a movie trailer. Then turn that snapshot into a few key phrases to develop a **succint** Vision. Keep working it until you get excited and it' speaks to you. Then share it with others to get their feedback.

ACTION : WRITE OUT YOUR VISION STATEMENT

WEEK TWO