

# BUSINESS VISION WORKSHEET

INSTRUCTIONS: USE THIS WORKSHEET TO CLARIFY AND REFINE YOUR BUSINESS VISION. TAKE YOUR TIME TO REFLECT ON EACH QUESTION AND WRITE DETAILED RESPONSES.

## 1. BUSINESS OVERVIEW

- WHAT IS THE NAME OF YOUR BUSINESS AND WHAT PRODUCTS OR SERVICES DO YOU OFFER?
- WHO IS YOUR TARGET AUDIENCE?
- WHAT PROBLEM DOES YOUR BUSINESS SOLVE?

## 2. CORE PURPOSE & MISSION

- WHY DOES YOUR BUSINESS EXIST?
- WHAT IMPACT DO YOU WANT TO MAKE IN YOUR INDUSTRY OR COMMUNITY?
- HOW DO YOU WANT YOUR BUSINESS TO BE PERCEIVED BY OTHERS?

## 3. VISION STATEMENT

- WHAT IS YOUR GOAL FOR YOUR BUSINESS?
- WHERE DO YOU SEE YOUR BUSINESS IN 5, 10, OR 20 YEARS?
- WHAT LEGACY DO YOU WANT TO LEAVE?

## 4. CORE VALUES

- LIST 3-5 VALUES THAT DEFINE YOUR BUSINESS CULTURE AND DECISION-MAKING PROCESS.
- HOW DO THESE VALUES INFLUENCE YOUR DAILY OPERATIONS?

## 5. UNIQUE SELLING PROPOSITION (USP)

- WHAT SETS YOUR BUSINESS APART FROM COMPETITORS?
- WHAT IS THE ONE THING YOU DO BETTER THAN ANYONE ELSE?

## 6. GOALS & MILESTONES

- SHORT-TERM GOALS (NEXT 6-12 MONTHS):
- MID-TERM GOALS (1-3 YEARS):
- LONG-TERM GOALS (5+ YEARS):

## 7. BRAND IDENTITY

- WHAT EMOTIONS DO YOU WANT CUSTOMERS TO ASSOCIATE WITH YOUR BRAND?
- HOW SHOULD YOUR BRAND VISUALLY AND VERBALLY COMMUNICATE ITS MESSAGE?

## 8. REVENUE & GROWTH STRATEGY

- WHAT ARE YOUR PRIMARY REVENUE STREAMS?
- WHAT STRATEGIES WILL YOU USE TO GROW AND SCALE YOUR BUSINESS?
- WHAT PARTNERSHIPS OR COLLABORATIONS COULD HELP ACHIEVE YOUR VISION?

## 9. CHALLENGES & SOLUTIONS

- WHAT OBSTACLES MIGHT PREVENT YOU FROM ACHIEVING YOUR VISION?
- HOW WILL YOU OVERCOME THESE CHALLENGES?

## 10. ACTION PLAN

- WHAT ARE THE NEXT 3 ACTIONABLE STEPS YOU NEED TO TAKE?
- WHAT RESOURCES OR SUPPORT DO YOU NEED TO MOVE FORWARD?