

# From the Handbook for Business, the Bible

## Supplement 1: How to Unlock Your Vision

If you, as the business owner, can't articulate & share your picture for a preferred future...

...HOW will you know you are going in the right direction?

...HOW will you know when you actually get there?

...HOW can you expect your staff to follow the **cause**?

**Consider these insights from people that have made their mark on the world:**

*'The greatest tragedy to befall a person is to have sight but lack vision'* (**Helen Keller**)

*'There is nothing like a dream to create the future'* (**Victor Hugo**)

*'In the absence of a great vision pettiness prevails'* (**Peter Senge**)

*'If you don't stand for something, you will fall for anything'* (**Peter Marshall**)

*'The average person goes to his grave with his music still in him'* (**Oliver W. Holmes**)

*'You can analyse the past but you have to design the future'* (**Edward De Bono**)

*'A leader without a vision is not a leader'* (**John Maxwell**)

*'The man who sees no vision will undertake no great enterprise'* (**President W. Wilson**)

**To help you unlock your business vision consider:**

...Why did you get into this particular line of business?

...What does great service look like through the eyes of your customers?

...What was your original goal when you started in the business?

...What really frustrates people dealing with your industry?

...Is what you 'saw' then what you still see? If not, what has changed?

...If you had unlimited resources (time, resources & wisdom) what would you do?

...What legacy do you want to leave the business world?

...If you knew you could not fail, what would you do?

...What do you dislike most about your industry?

...What improvement would turn your industry on its head?

**Without a vision it's all about YOU and your future; with a shared vision it's all about OTHERS and their future!**

In effect, your vision, shared, becomes the rallying point for you and the team; your reason d'etre!

**QUESTION: What's yours?**