

# Our Handbook of Business, the Bible

## Your vision: Supplement

### VISION notes:

- 1: Your dream and passion focuses on you; your legitimate vision focuses on others
- 2: Without a legitimate vision you cannot be an effective leader
- 3: Without a legitimate vision your business will always underperform
- 4: Most people (i.e., your team) want to be part of a cause bigger than work or themselves
- 5: Pursuing a great vision will impact and unite your team (Psalm 133:1)
- 6: Your vision acts as a 'filter' for every strategic decision.

### VISION quotes:

*"The greatest tragedy to befall a person is to have sight but lack vision"* - Helen Keller

*"There is nothing like a vision 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

*"A leader without a vision is not a leader"* - John Maxwell

*"The man who sees no vision will undertake no great enterprise"* - Pres Woodrow Wilson

### Questions to consider in formulating your vision:

- Q1: Ask the Father for His revelation in accord with Proverbs 29:18 and 16:3
- Q2: What do you dream of doing before exiting the mortal coil?
- Q3: What issue or problem keeps you awake at night?
- Q4: What's wrong with your industry that needs to be fixed?
- Q5: What legacy do you see yourself leaving your industry or the world?
- Q6: If you had unlimited resources (time, \$, people, wisdom), what would you do?
- Q7: If you knew you couldn't fail, what would you do?

### Vision examples:

Bill Gates (Microsoft): *A computer on every desk*

Fred Smith (Fedex): *Anywhere in the USA, absolutely, positively overnight*

Peter Fittz: *No business should ever fail*

Tesla Corporation: *Accelerating the world's transition to sustainable energy*

Sonos Music: *Every home filled with music so listening becomes a valued experience*

Gloria Jean Coffee: *To be the most loved and respected coffee in the world*

Southwest Air: *To be the world's most loved, most flown, most profitable airline*

### The 2008-9 GFC exposed many ASX listed companies with 'faulty' \$-focused visions:

**David Jones** (retailer): *To deliver to shareholders a sustainable value enhancing company with a clear path to ongoing earnings growth*

**Australian Power & Gas:** *We are focused on building an energy retailing business with strong and sustainable earnings for shareholders*

### Your challenge:

To seek and articulate a business vision that aligns with God's revelation; then write it so it becomes the cause you and your team pursue with pride and commitment, for His glory.