



BizGrowth Academy

BUILD & SHARE YOUR VISION

A 7-Step Curriculum for Small Business Leaders

Transform how your business operates by creating a clear vision, translating it into language your team understands, and sharing it in a way that brings everyone together.

- ⌚ Total Time: 8-12 hours (across multiple sessions)
- 📘 Module Type: Strategy & Leadership
- 🎯 Best For: Business Owners, Founders, Team Leaders

What You'll Build in This Module

By completing this module, you are going to create something that will fundamentally change how your business operates. You will build a clear vision of what you are building, translate it into language your team understands, and share it in a way that brings everyone together.

By the end, you will have:

- ✓ A crystal-clear vision of what you are building and why
- ✓ A simple way to communicate that vision to your team
- ✓ A plan for reinforcing the vision across your organization
- ✓ A team that understands where you are going and why it matters
- ✓ Operational habits that keep your vision alive over time
- ✓ A framework for difficult conversations grounded in shared purpose

This is not complicated. But it is powerful.

Your 7-Step Journey

Step	What You'll Accomplish
1	Excavate Your Vision – Discover what you're actually building
2	Translate Into Clear Language – Make it shareable and memorable
3	Build Context – Create the 'Why' that makes people believe
4	Prepare to Share – Plan how to bring your team along
5	Share Your Vision – Have the conversation that changes everything
6	Reinforce & Embed – Make vision operational in daily work
7	Measure, Adjust & Evolve – Keep vision alive as you grow

Why Vision Matters: Before We Begin

Before diving into the steps, let's talk about **why** this matters—not in theory, but for your actual business, your actual team, and your actual day-to-day operations.

The Vision Myth

Most business owners operate under a dangerous assumption: "I know where we are going. Therefore, my team should know where we are going."

Here's what's actually happening: you have been thinking about the direction of your business for months or years. You've clarified your thinking through countless internal deliberations. You feel the direction deeply—you can feel it in your gut. So it feels obvious to you.

Your team does not share that internal experience. They see what you do today. They see the customers you serve today. They see the daily work in front of them. What they do not see is the internal vision you have been marinating in for months.

The myth says: "They should already know." The reality is: they will never know until you tell them clearly and repeatedly.

What a Clear, Shared Vision Actually Does

Vision Creates Autonomy

When people understand the destination, you don't need to tell them every step to take. A customer asks for something unusual. An employee thinks about it in light of the vision: "Does this move us toward our vision or away from it?" They can decide without waiting for your permission. The more clarity people have about direction, the more independently they can operate.

Vision Creates Efficiency

Without vision, decision-making is slow. Every decision goes to the top because no one else knows what's important. With vision, decisions accelerate because people at all levels can make aligned decisions without constant check-ins.

Vision Creates Culture

Culture is not something you announce. It emerges from the daily choices people make about what matters. When people are aligned around a vision, they naturally reinforce the behaviors that support it. Culture becomes self-reinforcing rather than something you have to constantly police.

Vision Creates Retention

People want to work toward something meaningful. They don't just want a paycheck. They want to know that their work matters, that they're part of building something, that their contribution is connected to something larger. When you share your vision clearly, people can connect their work to that larger purpose.

Vision Attracts Talent

When you're hiring, you're not just looking for skills. You're looking for people who believe in what you're building. The clearer your vision, the more you can attract people who are genuinely excited about it—rather than just people looking for a paycheck.

STEP 1: Excavate Your Vision

What This Step Is About

You already have a vision. You might not realize it, but it's there. It's embedded in the customers you choose to serve, the decisions you make, and the culture you're building. This first step is about digging it out and making it explicit.

Why This Matters to Your Business

When you clarify what you are actually building (not what you tell people you are building, but what you are really building), two things happen:

First, you make better decisions because you have a clear filter. When an opportunity comes along, you can quickly ask: "Does this fit what we're actually building?"

Second, your team starts to understand what success looks like, which means they can move faster without constantly checking with you.

Think of it this way: if you don't know what you're building, how can you expect your team to know? And if your team doesn't know what you're building, they're basically guessing at every decision.

The Work: Your Excavation Interview

This is not an academic exercise. This is you getting honest with yourself about what you are actually doing and why. **Answer these four questions. Write them down. Do not just think about them.**

Question 1: Who Are Your Best Customers?

Think about the 5-10 customers you are most proud to work with. The ones who:

- Pay on time and value what you do
- Refer others because they genuinely believe in you
- Feel like partners, not just transactions
- You actually enjoy working with

Who are these customers? What do they have in common?

 Example: *"Our best customers are busy professionals—40-60 years old, working full-time jobs, who care about quality and sustainability. They value convenience and are willing to pay for something done right. They have been coming to us for 5+ years."*

 **INFO BUBBLE: Customer Fit** — *Customer fit means that your product or service solves a specific problem for a specific type of customer better than anyone else. Not all customers are equal—some are much more valuable (and much more satisfied) than others. Your best customers represent your "fit." Build for them, not for everyone.*

Question 2: What Problem Do You Solve for Them?

For these best customers, what is the core problem you solve? Not "we improve their business"—that's too vague. What specifically do they struggle with that you make better?

 Example: *"They are busy and stressed. They want healthy, organic food but don't have time to cook. We solve that by providing grab-and-go meals made from quality ingredients. They get nutrition and convenience without the guilt."*

 **INFO BUBBLE: Problem-Solution Fit** — *Problem-solution fit means you have identified a real problem that your customer has, and your solution actually solves it. If you don't have this, growth becomes much harder. Everything you do should trace back to solving this core problem.*

Question 3: Why Do You Care About Solving This Problem?

This is the deeper question. Not why your business cares, but why *you* care. What is it about solving this problem that energizes you? What would you want to build even if it didn't make a lot of money?

 **Example:** *"I grew up watching my parents work long hours and eat terrible food. I saw how that affected their health and stress. I wanted to create a place where people could access nutrition and quality without spending hours in the kitchen. I wanted to prove that you don't have to sacrifice your health just because you're busy."*

This is where your vision gets real. This is the **why** that will sustain you through the hard times. Write this down, even if it feels vulnerable or personal.

 **INFO BUBBLE: Purpose and Meaning** — *Purpose is the reason behind what you do beyond making money. When you connect to your purpose—the real reason you care about solving this problem—it becomes much easier to lead with authenticity. People want to work for leaders who care about something real, not just profit. And you will be more resilient when challenges come.*

Question 4: What Does Success Look Like?

Imagine you have executed your vision successfully. Not just financially (though that's part of it), but operationally. What does your business look like? What is different in the world because of what you built? What is different for your customers? For your employees? For yourself?

Be specific. Paint a picture.

 **Example:** *"We have five locations across the city. Our customers have options for healthy food that fit their busy lives. We have a team of 20+ people who feel proud of the work they do because they know they're helping people live healthier lives. We have become the place people know for quality, convenience, and care. We are profitable, sustainable, and we've proven that you can make good money doing something meaningful."*

 **By completing this step, you have:**

- Identified who your best customers are
- Clarified the core problem you solve
- Connected to your personal purpose
- Defined what success looks like

 **TIME TO COMPLETE:** 1-2 hours

 **BEST DONE:** Alone, with no interruptions, with a cup of coffee or tea you enjoy

STEP 2: Translate Your Vision

What This Step Is About

You have the raw material now. In this step, you're going to translate it into language that other people can understand and remember. You're going to take the personal understanding you have and make it shareable.

Why This Matters to Your Business

A vision that only lives in your head is not a vision. It's a private thought.

A vision that is written down and shared in clear language becomes a guide for your entire organization. When your team understands what you're building in clear, concrete terms, they can make decisions aligned with that vision without constantly asking you for guidance.

This also matters because different people understand things differently. What's obvious to you might be confusing to someone else. Clear language removes that confusion.

The Work: Build Your Vision Statement

Using the excavation you completed in Step 1, you're going to build a vision statement. This is not a corporate motto. It's a clear, specific description of what you're building and why.

Your Vision Template:

OUR VISION:

*We are building [SPECIFIC DESCRIPTION OF WHAT YOU ARE BUILDING]
for [YOUR BEST CUSTOMER TYPE]
who [THE CORE PROBLEM THEY HAVE].*

We believe [YOUR DEEPER PURPOSE / WHY THIS MATTERS].

If we succeed, [WHAT WILL BE DIFFERENT].

A Completed Example:

OUR VISION:

We are building a cafe that provides healthy, organic, grab-and-go meals for busy professionals who struggle to eat well despite their demanding schedules.

We believe that nutrition and convenience should not be mutually exclusive—that busy people deserve access to quality food without spending hours preparing it.

If we succeed, our customers will have real options for eating well, our team will be proud of the work they do because they know it matters, and we will have proven that a business can be profitable while genuinely serving its customers' needs.

Now it's your turn. Take the four questions you answered in Step 1 and translate them into this format. Don't worry about it being perfect. Don't worry about it being poetic. Focus on being **clear and specific**.

Write it down. Read it out loud. Does it feel true? Does it capture what you're actually building? Adjust until it feels right.

 **INFO BUBBLE: The Power of Clarity** — When your vision is written down and shared, three things happen: (1) You can't hide from it—you have made a commitment to what you're building, (2) Your team

can reference it and make decisions based on it, (3) Ambiguity disappears and alignment becomes possible.

By completing this step, you have:

- Translated your personal vision into shareable language
- Created a clear statement of what you're building and why
- Given your team something concrete to align with

 **TIME TO COMPLETE:** 1-2 hours

 **BEST DONE:** With a quiet space to think and write

STEP 3: Build Context

What This Step Is About

Your vision statement is clear. But it's just words without context. In this step, you're going to build the story and context that makes people **believe** in the vision.

💡 Why This Matters to Your Business

People don't get excited about words. They get excited about stories and reasons that matter.

When you share the why behind your vision, you give people permission to care. You create belief, not just understanding.

When your team understands not just what you're building but why you believe in it and why it matters, they become invested. They move from "doing their job" to "contributing to something that matters."

This dramatically improves engagement, retention, and performance.

The Work: Build Your Three Context Pieces

Context Piece 1: The Problem You Noticed

What did you see in the world (or in the market, or in your own experience) that made you want to build this solution? What gap or frustration did you notice?

 **Example:** *"I spent years watching friends and family sacrifice their health because they were too busy to eat well. They would grab fast food, skip meals, or eat whatever was convenient. I could see it affecting their energy, their stress, their long-term health. I knew there had to be a better option."*

Write 2-3 paragraphs about the problem you noticed. Be specific. Use your own experience.

 **INFO BUBBLE: Problem Discovery** — Business leaders who build sustainable companies start by noticing a real problem. They don't invent problems. They see something broken in the market and decide to fix it. Your "problem you noticed" is your origin story. It's what gives your vision credibility.

Context Piece 2: What You Believe Should Be Different

Given the problem you noticed, what do you believe should be true? What would be better? How would things work if the problem was solved?

 **Example:** *"I believe busy people should not have to choose between health and convenience. I believe they should be able to walk into a place, grab something nutritious that tastes good, and get back to their day—without guilt. I believe a business can make this happen and be profitable while doing it."*

 **INFO BUBBLE: Your Belief System** — Your beliefs are what guide decisions when things get uncertain. "What do I believe should be true?" is the foundation of your leadership perspective. When you share this with your team, they understand not just what you're building but the values underneath it.

Context Piece 3: Why Now?

Why is this the right time to build this solution? What has changed in the world or market that makes this possible now? What window of opportunity are you seeing?

 **Example:** *"More and more people are valuing their health and looking for convenient solutions. Local food sourcing has become more accessible and affordable. People are willing to pay for quality and convenience. There's a real shift toward eating better, and I believe the market is ready for a business that serves this shift."*

 **INFO BUBBLE: Market Timing** — Great business ideas that come too early fail. Great business ideas that come too late lose the market to competitors. "Why now?" shows that you've thought about timing and market conditions. This gives people confidence that you're building at the right moment.

 **By completing this step, you have:**

- Articulated the problem you're solving
- Clarified your beliefs about how things should be different
- Explained why now is the right time
- Created the emotional foundation for buy-in

 **TIME TO COMPLETE:** 2-3 hours

 **BEST DONE:** In a reflective mood, somewhere you can think deeply

STEP 4: Prepare to Share

What This Step Is About

You have built your vision and the context behind it. Now you need to prepare to share it with your team in a way that creates understanding and buy-in, not confusion or resistance.

💡 Why This Matters to Your Business

How you share your vision matters as much as what you share.

If you announce it like a corporate mandate, people will listen politely and then go back to their jobs unchanged. If you share it as an invitation to join you in building something meaningful, people will listen differently.

This step is about preparing to share your vision in a way that connects, not just informs.

The Work: Build Your Sharing Plan

Planning Question 1: Who Needs to Hear This First?

Should you share your vision with your entire team at once? With leadership first? Individual conversations? There's no one right answer. It depends on your team structure and culture.

Options by team size:

- **Small team (1-10 people):** Everyone together in one meeting
- **Medium team (10-30 people):** Leadership team first, then all-hands meeting
- **Larger team (30+ people):** Leadership first, then department by department, then all-hands

💡 INFO BUBBLE: Change Management — *Change management is the process of helping people understand and accept changes. Sharing a new vision is a change. The way you introduce it matters for how people receive it. Smaller, more personal introductions often work better than big announcements.*

Planning Question 2: What Format Works for Your Team?

How do your people learn best? Do they like meetings? Do they prefer written communication? Your sharing format should match how your team actually operates.

- **In-person meeting** (co-located teams who process things together)
- **Written document + Q&A meeting** (teams that like to think before responding)
- **Series of one-on-ones** (distributed teams or sensitive contexts)
- **Video + discussion** (remote teams)
- **Combination** (announce in one format, then deepen in another)

Planning Question 3: How Will You Handle Questions and Pushback?

When you share your vision, some people will have questions. Some might push back. This is **good**—it means they're thinking.

Plan to:

- Listen to questions without getting defensive
- Clarify anything that's unclear
- Acknowledge valid concerns
- Ask for feedback: "What am I missing? What would make this stronger?"
- Be willing to adjust your thinking if people raise good points

Present your vision as "here is what I think we should build, and I want your input"—not as final and unchangeable.

 **INFO BUBBLE: Psychological Safety** — Psychological safety means people feel safe to speak up, ask questions, and disagree. When you invite questions and feedback on your vision, you create psychological safety. This is critical for building a team that is aligned but not afraid to challenge thinking.

 **By completing this step, you have:**

- Planned your initial vision sharing
- Prepared for questions and feedback
- Built a reinforcement strategy
- Created a pathway to make vision real in your organization

 **TIME TO COMPLETE:** 1-2 hours

 **BEST DONE:** While thinking about your actual team and how they operate

STEP 5: Share Your Vision

What This Step Is About

This is it. You're going to share your vision with your team. This is not a presentation where you talk at people. This is a **conversation** where you invite them into your thinking.

Why This Matters to Your Business

When you share your vision, you move from operating as a solo leader with private thoughts to operating as a leader who brings people into the thinking. This is transformative for culture, engagement, and performance.

People want to know what they're working toward. They want to be part of something meaningful. When you share your vision, you give them that opportunity.

The Work: Have the Conversation

Before the Meeting:

- Prepare your vision statement (from Step 2)
- Prepare your context (from Step 3)
- Set up the space (comfortable, distraction-free if possible)
- Plan for timing (don't rush this—allow time for questions)
- Decide on follow-up (will you send a written summary? Do one-on-ones after?)

During the Conversation:

Opening (2-3 minutes):

"I want to share something important with you about what we're building and why I believe in it. I've been thinking about this for a while, and I want you to understand not just what we're doing, but why it matters to me and why I think it should matter to us."

The Problem (3-5 minutes):

Share the problem you noticed. Use your own experience. Make it real. Use stories if you can.

Your Belief (2-3 minutes):

Share what you believe should be different. Make it personal. Make it clear.

Your Vision (3-5 minutes):

Read your vision statement. Explain what success looks like.

The Invitation (2-3 minutes):

"This is what I believe we should build together. I need your help. I need you to understand what we're working toward so you can make decisions aligned with this vision. I need your input—if you see gaps in my thinking or have ideas that make this stronger, I want to hear them."

Questions (as long as needed):

Open the floor for questions. Listen. Clarify. Don't get defensive. Show genuine curiosity about their thoughts. "What questions do you have? What am I missing? What would make this stronger?"

 **INFO BUBBLE: Active Listening** — Active listening means you're fully focused on understanding what the other person is saying, not thinking about how you'll respond. When you listen actively, people feel heard. This builds trust and buy-in.

After the Conversation:

- Send a written summary of the vision (email, Slack, document)
- Invite follow-up questions (let people know they can come back with thoughts)
- Set up one-on-ones to dive deeper with key team members if needed
- Reinforce in next week's meeting by referencing the vision

What Success Looks Like:

After you share your vision, people should understand what you're building, understand why it matters, see how their work connects to it, feel invited to contribute, and have questions answered. They don't need to be 100% aligned immediately. But they should understand and be curious.

By completing this step, you have:

- Shared your vision with your team
- Created a conversation (not a lecture)
- Invited questions and feedback
- Taken the first step toward organizational alignment

 **TIME TO COMPLETE:** 30 minutes to 2 hours

 **BEST DONE:** When you feel calm and centered, not stressed or rushed

STEP 6: Reinforce & Embed

What This Step Is About

Sharing your vision once changes nothing. Vision becomes real only when it is reinforced consistently and woven into how the organization actually operates. In this step, you're going to build habits that keep the vision alive.

Why This Matters to Your Business

A vision that is shared once and then forgotten becomes meaningless. A vision that is referenced constantly becomes the operating system of the organization.

When vision is embedded operationally:

- Decisions accelerate (people can decide independently based on "does this serve the vision?")
- Culture strengthens (people reinforce values based on shared vision)
- Retention improves (people understand they're part of something meaningful)
- Execution improves (everyone is pulling in the same direction)
- Difficult conversations become easier (you have a shared standard to reference)

The Work: Build Your Vision Reinforcement Habits

Choose **3-5 of these practices** that fit your organization. Don't try to do all of them. Start with the ones that feel most natural.

Habit 1: Weekly Vision Reference

In your weekly team meeting, spend 2-3 minutes discussing how the week's work connects to the vision.

 Example: *"This week we had a customer complaint about order accuracy. Instead of just fixing the problem, we used it as a learning moment because accuracy is core to our vision. We changed our process so this doesn't happen again. This is what it looks like when we live our vision, not just talk about it."*

Habit 2: Vision in One-on-Ones

In your one-on-one conversations with direct reports, connect their work to the vision.

 Example: *"I want to talk about how your work connects to our vision. You've been focusing on [specific work]. Here's how I see that serving our vision. Do you see the connection?"*

Habit 3: Vision-Based Decision-Making

When you make a major decision, explicitly explain how it serves or doesn't serve the vision.

 Example: *"We're making this decision because it serves our vision. Here's the logic. This is why we're saying no to [alternative]—it doesn't serve our vision."*

 **INFO BUBBLE: Trade-off Decision-Making** — All good decisions involve trade-offs. When you make a choice, you're usually saying yes to one thing and no to something else. Making that logic visible—and tying it to vision—helps people understand how to make aligned decisions.

Habit 4: Vision in Hiring & Onboarding

When you hire new people, evaluate them on whether they believe in the vision. When you onboard them, the vision is in their first week.

In interviews: "Here's what we're building and why I believe in it. Why does this matter to you? Do you believe in what we're building?"

In onboarding: "In your first week, we're going to spend time on understanding our vision. This is who we are and what we're building. This is how your role connects to that vision."

Habit 5: Celebrate Progress Toward Vision

When you celebrate wins, frame them in the context of vision progress.

 **Example:** "We just landed a new customer this month. That's great. But more importantly, this customer represents exactly who we want to serve. They have the problem we're solving. They believe in what we're building. That's a win not just because of the revenue, but because we're moving toward our vision."

Habit 6: Vision-Based Accountability

When a team member is underperforming or behaving in ways that contradict your vision, use the vision as the reference point for the conversation. This is one of the most powerful uses of a shared vision.

Why This Is Powerful: Without a shared vision, difficult conversations feel personal and arbitrary. With a shared vision, the conversation is about alignment to something bigger than either of you. It depersonalizes the conversation while making it more serious. It gives the person a clear choice: align with the vision, or this job isn't right for them.

By completing this step, you have:

- Built a reinforcement strategy
- Created operational habits that keep vision alive
- Set yourself up for sustainable alignment over time
- Built a framework for difficult conversations

 **TIME TO COMPLETE:** 1-2 hours to plan; ongoing execution

 **BEST DONE:** While thinking about your actual team schedule and routines

STEP 7: Measure, Adjust & Evolve

What This Step Is About

Vision is not static. As you execute and learn, your understanding of what you're building evolves. Your market changes. Your customers teach you things. Your team grows and raises new possibilities. In this final step, you're going to build a discipline of measuring whether your vision is working and adjusting as you learn.

Why This Matters to Your Business

A vision that you're unwilling to evolve is dogma, not vision. The best leaders have a core vision that is stable, but they evolve how they talk about it and pursue it based on what they learn.

When you measure and adjust:

- You stay connected to reality (not defending an outdated vision)
- You show your team that vision is alive (not something carved in stone)
- You keep the vision relevant (as your market changes, vision evolves)
- You model learning (leaders who learn create learning organizations)

The Work: Build Your Vision Measurement & Evolution Plan

Measurement Question 1: How Will You Know If the Vision Is Working?

What evidence would tell you that you're making progress toward your vision?

- **Customer evidence:** Are you attracting and retaining the right customers? Do they believe in what you're building?
- **Team evidence:** Do your people understand the vision? Can they articulate it? Are they making decisions aligned with it?
- **Market evidence:** Is the market responding to what you're building? Are competitors noticing?
- **Operational evidence:** Are your decisions becoming faster and more aligned? Is your culture strengthening?
- **Financial evidence:** Is your business becoming more profitable and sustainable?

Pick 3-5 metrics that would tell you the vision is working.

 **INFO BUBBLE: Leading vs. Lagging Indicators** — Leading indicators predict future success (like "team understands vision" or "customer satisfaction"). Lagging indicators tell you past results (like revenue or profit). Use leading indicators to stay ahead of problems and adjust early.

Measurement Question 2: How Often Will You Check?

When will you revisit your vision and ask: "Is this still right? What have we learned? What needs to evolve?"

Recommended rhythm:

- **Monthly:** Quick check-in on whether vision is being reinforced
- **Quarterly:** Deeper review of vision effectiveness and measurement
- **Annually:** Full vision evaluation—what have we learned? What needs to evolve?

Measurement Question 3: How Will You Evolve?

If you learn that something about your vision needs to change, how will you share that evolution?

 **Example Evolution Conversation:** "Six months ago, we said our vision was to serve [customer type]. We've learned that [customer type B] actually has a bigger problem and more resources. I want to

propose we evolve our vision to focus on [customer type B] instead. Here's what we've learned that convinced me of this. What are your thoughts?"

This shows that vision is alive, that you learn, and that your team's input matters.

Final Thought on Vision Evolution:

The best visions are stable in core purpose but evolving in how they are pursued. You might always believe in serving busy professionals looking for healthy food, but as you learn, you might evolve who specifically you serve or how you think about solving their problem. This is not inconsistency. This is maturity and learning.

By completing this step, you have:

- Built a system for measuring vision effectiveness
- Created a rhythm for evolution and adjustment
- Set yourself up for a vision that grows with your business

 **TIME TO COMPLETE:** 1-2 hours to plan; ongoing execution

 **BEST DONE:** In a reflective state, thinking about the long-term health of your business



Congratulations!

You Have Built & Shared Your Vision

You have completed all seven steps. You now have:

- ✓ **A clear vision** of what you're building and why
- ✓ **Context and story** that gives the vision meaning
- ✓ **A sharing plan** for bringing your team along
- ✓ **A reinforcement strategy** to keep the vision alive
- ✓ **Operational habits** that embed vision in daily work
- ✓ **A measurement system** to track effectiveness
- ✓ **An evolution plan** to keep the vision current
- ✓ **A framework for difficult conversations** rooted in vision alignment

What Changes Now

Over the next 3-6 months, as you live out the reinforcement habits and measurement plan, you will notice changes:

- **Team alignment improves.** People stop asking "why are we doing this?" because they understand the answer.
- **Decisions accelerate.** With a clear vision, you and your team can make decisions independently using the vision as a filter.
- **Culture strengthens.** People understand they're part of building something meaningful, not just executing tasks.
- **Retention improves.** People who believe in the vision want to stay.
- **Recruitment improves.** You attract candidates who believe in what you're building, not just people looking for jobs.
- **Operational performance improves.** When everyone understands the destination, they row in the same direction.
- **Difficult conversations become manageable.** You have a shared standard to reference, which makes accountability conversations clearer and less personal.

One Last Thing

This work is not easy. It requires you to be clear about what you actually believe. It requires you to be vulnerable with your team. It requires you to reinforce consistently even when it feels repetitive.

But it is some of the highest-leverage work you can do as a leader.

Vision is the difference between a collection of people working independently and a team building something together. You have done the work. Now trust it. Live it. Reinforce it.

Your business—and your people—will follow.

You have completed **Build & Share Your Vision**

*This curriculum is part of **BizGrowth Academy**—learning designed for real business leaders building real businesses.*



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