

Vision Compass Worksheet

Day 1: Packing Your Vision

Big Bear Business Expedition

Your guide to finding true north for your business journey

Welcome to Your Vision Compass

Just like mountain climbers use a compass to navigate, entrepreneurs need a clear vision to guide their business decisions. This worksheet will help you discover your WHO, WHAT, and WHY - the three essential elements of a powerful business vision.

Take your time with this. Your answers will become the foundation for everything you build in the next 14 days.

SECTION 1: WHO (Your Ideal Customer)

Who do you want to serve?

Think beyond demographics. Consider psychographics - their attitudes, interests, and challenges.

1. Describe your ideal customer in detail:

Age range: _____

Location: _____

Income level: _____

Occupation/Industry: _____

2. What does a typical day look like for them?

Morning:

Afternoon:

Evening:

3. What are their biggest frustrations or challenges?

Work-related:

Personal:

Financial:

4. What do they value most? *(Circle all that apply)*

- Time savings
- Money savings
- Status/Recognition
- Family/Relationships
- Health/Wellness
- Learning/Growth
- Security/Safety
- Convenience
- Quality
- Uniqueness/Personalization

5. Where do they go for information and advice?

Websites: _____

Social Media: _____

People: _____

Other: _____

SECTION 2: WHAT (The Problem You Solve)

What specific problem will your business solve?

Focus on ONE primary problem. You can always expand later.

6. Complete this sentence: "My ideal customer's biggest problem is..."

7. How do they currently try to solve this problem?

Solution 1: _____

Why it doesn't work well: _____

Solution 2: _____

Why it doesn't work well: _____

Solution 3: _____

Why it doesn't work well: _____

8. What would the perfect solution look like to them?

It would be: _____

It would do: _____

It would feel like: _____

It would cost: _____

9. On a scale of 1-10, how painful is this problem for your ideal customer?

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

(Circle one. You want to be solving problems that rank 7+ in pain level)

10. How often do they experience this problem?

- Daily
 - Weekly
 - Monthly
 - Seasonally
 - Rarely
-

SECTION 3: WHY (Your Unique Perspective)

Why are YOU the right person to solve this problem?

Your background, experience, and passion matter more than you think.

11. What personal experience do you have with this problem?

12. What skills, knowledge, or resources do you have that others don't?

Professional skills: _____

Life experiences: _____

Connections/Network: _____

Other advantages: _____

13. What gets you excited about solving this problem?

14. Complete this sentence: "I'm passionate about this because..."

15. What would success look like for you personally?

In 1 year: _____

In 5 years: _____

Long-term legacy: _____

SECTION 4: PUTTING IT ALL TOGETHER

Your One-Sentence Vision Statement

Use the template below to craft your business vision:

Template: "I help [WHO] solve [WHAT PROBLEM] by [YOUR SOLUTION] because [WHY IT MATTERS]."

Draft 1:

I help _____

solve _____

by _____

because _____

Draft 2: (Try a different angle)

I help _____
solve _____
by _____
because _____

Draft 3: *(Refine and simplify)*

I help _____
solve _____
by _____
because _____

Final Vision Statement

Write your final one-sentence vision statement here:

SECTION 5: VISION VALIDATION

Test your vision statement:

Read your vision statement out loud and answer these questions:

16. Does it clearly identify who you serve? Yes / No

17. Does it specify the problem you solve? Yes / No

18. Does it hint at your unique solution? Yes / No

19. Does it explain why this matters? Yes / No

20. Can you say it confidently to a stranger? Yes / No

21. Does it get you excited? Yes / No

If you answered "No" to any question, revise your vision statement.

SECTION 6: NEXT STEPS

Your Summit Challenge Actions:

Today's Challenge: Complete your vision statement and commit to it.

Check when completed:

- ☐ I've completed all sections of this worksheet
- ☐ I've written my final vision statement
- ☐ I've tested it using the validation questions
- ☐ I've written it somewhere I'll see it daily
- ☐ I'm ready to move to Day 2: Reading the Map

Reflection Questions:

What surprised you most about this exercise?

What feels clearest about your business direction now?

What questions do you still have?

Congratulations!

You've completed Day 1 of your expedition to Business Peak! You now have a clear vision compass to guide your journey. Keep this worksheet handy - you'll reference it throughout the expedition.

Tomorrow: Day 2 - Reading the Map (Market Research Made Simple)

Questions? Contact the Big Bear Chamber Business Expedition Team: contact@bigbearchamber.com
