

Create Your Business Vision

If you don't know what your destination is, any path looks good! A business vision helps you define what you want your life and your business to look like and feel like a year, or two, or five, down the road.

As coaches, we use skills like visioning and goal-setting with our clients — what do they want in their life? What would that look like or feel like? How is that different than where they are today? What are their goals? How will they know when they've achieved those goals?

Your business vision is the big picture view of your business — the whole panorama of your life, including your business. Turn your coaching skills to focus on your own life, your work in the world, your desires and dreams.

A key ingredient in any business vision is your passion and your purpose. What is it about coaching that really fires you up? What is the change you hope to bring into the world through your coaching?

Having a business vision will benefit you in multiple ways. It will help you determine your best next steps and where to focus your valuable time, money, and energy. Having a vision, along with the goals that support that vision, will create a “roadmap” from where you are today to where you want to get to in the future.

A business vision will also help you remain motivated and energized as you make progress towards your goals. Starting a business takes work and dedication and not all the tasks are fun or enjoyable. Having a clear business vision will help you stay excited about your business and willing to take action even when the actions involved may not be comfortable or easy for you.