



Vision vs. Mission!

Vision is probably the least understood term in business. Most people, I have found, don't understand what a vision statement is versus a mission statement.

Think about it this way: the mission is what you're doing in the present. Your vision is far over the distant horizon. If you write a vision statement that you intend to accomplish something in the next year, it's not a vision! I like to say a vision is a possibility but not a likely possibility in your lifetime.

It is also important to understand that your vision is not about you. It's what you see. It's what you seek.

My vision, for example, is to see every person on the planet *'loving what they do and having what they want in every aspect of their lives'*.

Do you think that's going to happen in my lifetime? I doubt it but it keeps me focused only on those things that support the possibility of the vision. I've built all my businesses around a commitment to that vision.

When it comes to vision statements, many giants of industry didn't even have one when they started out. So, don't get hung up on this and lose yourself in a quest to get it perfect. It could take you a little while to get it right.

Again, think about it this way: what do you want to bring to the world that had you decide to go into business in the first place? If you have a core team, you really need to involve them and listen to them. Gather their insights and seriously consider what they see.

Then write from your heart – the reason you exist beyond making money. Let your vision statement be that possibility that inspires and drives you.