# Session 1: Your Vision & Values

*“We need men who can dream of things that never were   
and ask, ‘Why not?’”  
John F. Kennedy*

Your business is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Effective planning can “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” your business  
into a “\_\_\_\_\_\_\_\_\_\_\_.”

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ creates a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Core values guide your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# Assignment: Your Vision & Values

# Casting Your Vision

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| 1. Get a piece of paper or your journal and a pen. |
| 1. Think about what your business could look like five years from now, and write down your thoughts. Don’t edit your thoughts at this point, just write down everything. What would you like the business to be earning? What will you be doing in the business? Who will be working with you? Let your imagination flow. |
| 1. Tap into your five senses. What do you hear and see? How does your business “feel?” Really visualize what your business will be in five years. |
| 1. Put the date on what you have written. You will want to refer back to your vision often. |

# Identify Your Values

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| 1. Get a piece of paper or your journal and a pen. |
| 1. Find a quiet place and think about your personal core values. Think about your success, health, freedom, integrity, etc. Don’t limit yourself to these. Write down any/all values you think of. |
| 1. Once you have exhausted what’s coming to your mind, go back and read your list. |
| 1. Cross out those that aren’t as important to you as others. See if you can combine some into a single value. Your goal is to get your list down to ten total values. |
| 1. Once you’ve consolidated your list down to just ten, go back through them and select the five that rise to the top as your most important values. |
| 1. Rewrite your five most important values in a separate list titled “Core Values”. |