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SNAPSHOT BUSINESS PLANNING

Creating a Solid Foundation




Module 1: Your Vision & Values




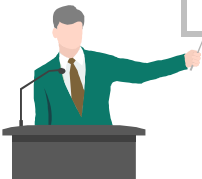
...getting your business in the next best!

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Today's Module: Vision & Values

- > Your business is a "diamond in the rough"
- > Casting a vision for your business
- > Articulating your core values



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#1: A Diamond in the Rough

Your business has so much hidden potential



Effective planning can "polish" your business into a "gem"

Your business today is nothing like what it can be


Chip away the unwanted bits

Snapshot Business Planning is designed for you




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#2: Casting a Vision of Success



Why cast a vision
A vision creates a foundation
Successful companies have a clear vision


How to cast a vision
Where will your business be in 5 years?
Use all 5 senses
5 things to consider




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#3: Your Core Values

Core values
› Encapsulate your principles
› Guide your behavior & actions
› Set the tone




Identifying the core values of your business
› Brainstorm
› Select the top 5



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Assignment: Your Vision and Values




Follow steps on your worksheet

Think about your business


Cast a vision for your company




Identify your core values




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Module 1 Summary





-  Your business is a "Diamond in the rough"
-  Casting a vision for your business
-  Articulating your core values



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Module 2 Preview

 Next module is all about your mission



- › What a compelling mission statement is
- › Why it is important to success
- › How to write one for your business

