

VISION OF SUCCESS

The vision of success is a powerful tool in the entrepreneur toolkit. It can serve as your north-star while helping you prioritise your time, ensure your behaviour aligns with your values, and create a sense of optimism.

A good vision is:

- Vivid
- Aspirational
- Values-based
- Concrete
- Challenging
- Achievable
- Positive
- Exciting

In the space below, describe a vision of the future in **5 years time**, assuming everything that is under your control goes to plan. Try to be as detailed as possible. You might consider:

- What are you doing?
- Where are you?
- Who is around you?
- What excites you?
- Who are your customers?
- What is your product or service?
- What challenges have you overcome?
- How do you spend your time?
- What projects do you focus on?
- What things are around you?

On the page overleaf you'll find a list of values. Values are basic principles or beliefs that guide behaviour and judgements across situations. Identify three that resonate with you that align with the vision you have described above.

1. _____ 2. _____ 3. _____

SELF REFLECTION: VALUES

Values are beliefs or principles that provide a sense of meaning or purpose, and they influence our behaviour and judgements across situations. Think about yourself as a leader and then identify three values from the list below that most resonate with you:

ACCEPTANCE
ACCOMPLISHMENT
ALTRUISM
AMBITION
AWARENESS
BEAUTY
BOLDNESS
BRAVERY
CALMNESS
CHALLENGE
COMMITMENT
COMPASSION
CONFIDENCE
CONTENTMENT
CONNECTION
CREATIVITY
CURIOSITY
DECISIVE
DEPENDABILITY
DIGNITY
DISCIPLINE
DIVERSITY
EMPATHY
ENTHUSIASM
EQUALITY
ETHICAL
EXCITEMENT
EXPLORATION
EXPRESSION
FAIRNESS
FAITH
FAMILY
FEARLESSNESS
FOCUS
FREEDOM
FRIENDSHIP

GENEROSITY
GRATITUDE
GROWTH
HAPPINESS
HARD WORK
HARMONY
HEALTHY
HONEST
HOPE
HUMILITY
HUMOUR
IMAGINATION
IMPROVEMENT
INCLUSIVITY
INDIVIDUALITY
INNOVATION
INTEGRITY
INTELLIGENCE
INTUITIVENESS
JOY
JUSTICE
KINDNESS
KNOWLEDGE
LAWFULNESS
LEADERSHIP
LEARNING
LOGIC
LOVE
LOYALTY
MASTERY
MATURITY
MEANING
MODERATION
MINDFULNESS
MONEY
NATURE

OPENNESS
OPTIMISM
ORDER
ORGANISATION
ORIGINALITY
PASSION
PATIENCE
PEACE
PERSISTENCE
PLAY
POTENTIAL
PRACTICALITY
PRODUCTIVITY
REASON
RELIABILITY
RESOURCEFULNESS
RESILIENCE
SECURITY
SELF-RELIANCE
SELFLESSNESS
SHARING
SILENCE
SIMPLICITY
SKILFULNESS
SPIRITUALITY
SPONTANEITY
STABILITY
STRENGTH
TEACHABILITY
THOUGHTFULNESS
TRUSTWORTHINESS
TRUTH
UNDERSTANDING
UNIQUENESS
WISDOM
WIT

CREATING MILESTONES: 12 MONTHS

Now that you are crystal clear on your vision, let's start to plan the journey to getting there! In the space below, identify and describe where you need to be in **12 months time** in order to be on track for achieving your 5 year vision of success:

It can be helpful to conduct a SWOT analysis to identify your strengths, weaknesses, opportunities and threats to achieving your 12 month milestone (see page 6):

| | |
|---------------|------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

Specify up to two SMART-A goals that you can work towards that will help you achieve your 12 month milestone (see page 6):
(Specific, Measurable, Achievable, Relevant, Timeframe, Accountability)

First goal

Second goal

CREATING MILESTONES: 3 MONTHS

Given that you have now considered where you need to be 1 year from now in order to achieve your 5 year vision of success, where do you need to be in **3 months time**?

Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities and threats to achieving your 3 month milestone.

| | |
|---------------|------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

Specify up to two SMART-A goals that you can work towards that will help you achieve your 3 month milestone:

(Specific, Measurable, Achievable, Relevant, Time scale, Accountability)

First goal

Second goal

CREATING MILESTONES: 1 MONTH

You've now reflected on your 5 year vision, and identified where you need to be 12 months and 3 months from now. With those in mind, where do you need to be in **1 month's time**, to be on track to achieving your vision of success?

Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities and threats to achieving your 1 month milestone.

| | |
|---------------|------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

Specify up to two SMART-A goals that you can work towards that will help you achieve your 1-month milestone:

(Specific, Measurable, Achievable, Relevant, Time scale, Accountability)

First goal

Second goal

VISION SETTING: EXTRAS

What is a SWOT analysis?

A SWOT analysis is an activity that helps you to identify your strengths, weaknesses, opportunities and threats for a given goal or project. You can think of each of these as:

- **Strengths:** Resources, skills or traits that will assist you in making this vision or milestone become a reality
- **Weaknesses:** Resources, skills or traits currently lacking and how you might overcome or develop them
- **Opportunities:** Opportunities that exist that will help your vision or milestone become a reality
- **Threats:** Hurdles that might get in the way and how you might overcome them

SMART-AH Goals

People generally suck at setting goals. The SMART-AH acronym can help you to specify your goals in a way that makes it more likely you will be able to achieve them!

- **Specific:** What EXACTLY are you trying to achieve? Be as specific as possible - the more specific it is, the more useful it will be.
- **Measurable:** How will you know how far through the goal or you are, or if it has been achieved?
- **Achievable:** Ensure that you can actually achieve the goal by making sure it is realistic.
- **Relevant:** How does this goal align with your wider ambitions or vision?
- **Timeframe:** What is the deadline to achieve this goal?
- **Accountability:** How can you hold yourself accountable for doing these tasks? Can you book it in your schedule? Can you tell an accountability buddy? Don't avoid being held accountable - seek accountability out!
- **Hurdles:** You're going to have hurdles and challenges get in the way - anticipate them! What might prevent you from achieving this goal, and how can you prevent or overcome them?