

Vision Planning Master Class

Plan to grow your business

Linda Hailey The logo for Linda Hailey features a stylized green speech bubble or thought bubble above the name. The bubble is composed of two curved lines forming an oval shape, with a thin vertical line extending downwards from the bottom center to the letter 'y' in 'Hailey'.

Why Grow?

- Generate more revenue
- Generate higher volume/better yield
- Build business credibility
- Enhance your image and reputation
- Fund your lifestyle
- Prove “them” wrong/validate your choice
- Need a new challenge

Are You Ready For Growth?

- “I want to work on the business not in the business”
- “I know there is market demand for a new product”
- “I could sell my product or service to a whole new market”
- “I need a challenge!”
- “I need more volume”
- “I want to capitalise on my investment and expertise”
- “I see potential for export markets”
- “There is potential to franchise or distribute in a whole new way”
- “I need to change direction”

The Business Plan is Dead!

- 3 phases in the traditional planning process
 - Beginning – Review your current business
 - Middle – Analyse the information gathered
 - End – Plan based on findings
- Turn them around for vision planning
 - Plan – Create a growth vision
 - Review – Review your current situation
 - Analyse – Identify everything that will have to change to achieve your vision

Business Planning

versus

Vision Planning

- Focuses on now
 - Strict format, formal
 - Can be daunting
 - Revolves around hard goals
 - Large document
 - Major task
 - Time consuming
 - Needs an engine
- Focuses on future
 - More fluid, flexible
 - Can be tailored
 - Eliminates roadblocks
 - Includes soft goals
 - Less documentation
 - Faster, cheaper
 - Action driven
 - Moves with the times

Step One - Create Your Vision

- Plan from the future to create a detailed vision of your business in 18 months – 3 years time
 - Set a date 18 months - 3 years in the future
 - Create a detailed vision of how your business will look and act on that date
 - Your vision should be:
 - Out there!
 - Motivational
 - Specific
 - Detailed

Create Your Growth Vision

- Allocate time
 - 1-2 hours max for initial brainstorm
 - Add to the vision over the next seven days
- Forget the present
 - Forget your current issues
 - Forget your recent failures or successes
 - Don't censor or be negative
- Start with post it notes and butchers papers
- Follow the Vision Checklist

Vision Checklist

- Revenue/profit
- Core business
- Product or service mix
- Size of business
- Production
- Distribution channels
- Target markets
 - Planned markets
 - Existing markets
 - Long term
 - Short term
- Staffing
- Your role
- Location/premises
- Positioning
- Image and brand values
- Awareness, reputation
- Milestone achievements

Quantify your vision

- Increase volume in an existing target market
- Sell an existing product or service into a new market, here or overseas
- Sell a new product or service into existing market
- Introduce a new product into new market
- Create new distribution channels
- Find a new application for an existing product
- Increase awareness of your business and product
- Form a strategic alliance
- Merge or acquire another business

Step Two - Review Your Current Situation

- Use the “Where Am I Now” checklist to create a picture of your business today
 - Be honest
 - Don't change the facts to fit the vision
 - Don't spend too much time on this - 1.5 hours max
- Identify your business strengths & weaknesses with a Health Check

“Where Am I Now” Checklist

- Revenue
- Profit
- Services & Products
- Pricing
- Sources of revenue
- Premises
- Staff
- Distribution
- Marketing
- Reputation
- Image/brand
- Market Positioning
- Strengths & Weaknesses

Step Three - Conduct a Gap Analysis

- Review your current situation
- Review your growth vision
- Ask yourself, “What has to change to achieve the vision?”
- Follow the Gap Analysis Checklist

Gap Analysis Checklist

- Product development
- Pricing
- Packaging
- Product mix
- Target markets
- Suppliers
- Manufacturing production systems or processes
- Office systems
- Delivery systems
- Billing systems
- Customer service
- Sales systems
- Customer service systems
- Sales approach
- Marketing
- Positioning
- Awareness
- Promotions/publicity
- Staff and structure
- Communications – internal
- Communications - external
- Management

Step Four - Create An Action Plan

- Turn each gap analysis item into an action
- Prioritise each action
- Allocate time and resources
- Allocate action items to team members if relevant
- Set a deadline for completion
- Do it!

Reality Check

- Consult your Health Check
 - Have you developed strategies to overcome any weaknesses?
 - What will inhibit growth most?
- Check your marketplace
 - What are the key opportunities?
 - What are the key threats?
- Double check your vision
 - What are the barriers?
 - Where are the gaps?
 - What must change for you to achieve your vision?

Planning Bandits

- Lack of time
- Lack of energy
- Not enough data
- Lack of confidence
- Too much information
- Can only see the obstacles
- Can't imagine 5 years into the future
- The owner

Common Barriers To Growth

- You, the business owner; time, energy and attitude
- Your existing staff
- Lack of specialised expertise
- No access to financial resources
- Outdated/overloaded infrastructure and equipment
- Internal systems that won't cope
- Lack of demand; misunderstanding market changes
- Competition
- Lack of sales and marketing focus

The 4 Attitudes to Change

- People who act to make change happen
- People who like the idea of change and are keen to promote change
- People who prefer a slow and steady approach to change
- People who need to plan for change

Get the Growth You Want

- Share your vision
- Don't ignore the big picture
- Don't go it alone
- Don't ignore your gut feel

If you have a vision you need a plan!

Linda Hailey 

The business plan is dead!

Vision planning is quicker, easier and gets results.

[Find out how you can go for growth using Vision Planning](#)



Information and Inspiration

Now you can beat the daily challenges of business life with quick solutions and great ideas on everything from pricing and customer service to advertising and marketing.

See Linda Live

Linda is a leading motivational keynote speaker. Check out her [seminar calendar](#) to see when she will be visiting your part of the world. Book her for your next event [here](#).

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