

Building *Your* Business

Vision of Success

Describe the perfect day in the life of your business.

When do you work? Where do you work? What are you working on? Who is working for you? What are they doing? Who is your client? What are they doing? What is the working environment like? What do clients say about your business? What do employees say about your business? What motivates you to go on day after day?

Mission to Success

Describe the purpose of your business

What does your business do? Why does it do it? Why does that matter? For whom does it do it? How does it work? Why does it do things that way?
