

Client Workbook

Setting Your Company Vision

Vision provides the key direction for your company to follow, so that every step, every decision that is made focuses on this. Your vision should be the focus for your company's decisions and provide the direction to achieving your primary goal.

The company vision should force you and your team to constantly strive, take calculated risks and base decisions as to whether each step you take is a step in the right direction to achieve the Company Vision. And if it is not, then the decision should be made not to go in that direction.

Strategy is as much about _____ what you're _____ to do.

As it is _____ what you _____ going to do.

Ian Elliot, MD, George Patterson Advertising

Vision as described by Collins and Poras in the book "Built to Last"

Is "BHAGs", otherwise known as "_____"

To develop your company vision we will go through a number of steps and bring this together into a short concise Vision which you can then re-visit as often as necessary. The steps we will cover include:

1. _____

- Primarily what does your business do?
- Who are your clients?
- What are the top 3-5 areas your company is going to concentrate on doing?

2. _____

- What are the 5 most important Values in your company?

3. _____

- 12 Month Direction for your company
- Long Term Company Goals
- Financial Goals

4. Your Company _____ and _____

- Bring all of the above together in a Vision for your company

1 What Type of business are you in?

A. Primarily what does your company do?

I.e.: What are your Products and Services and Set-Up?

E.g.: Our business is a family owned café, established in April 2002.

Cafe X is a modern pizza café. The menu includes: thin Italian pizza, pasta, antipasto vegetables, risotto and other traditional Italian meals; a selection of gelati, Italian pastries and desserts; freshly squeezed juices, coffees, frappes, smoothies and granitas.

B. Who are your clients?

Who are they and what is your target market?

C. What is your business concept?

Summarise the key technology, concept or strategy on which your business is based.

E.g.: Our Café concentrates on Thin Based Modern Italian Gourmet Pizza; this is what we want to be known for.

D. What is important that your company is not known for/does not do?

E.g.: We do not provide a variety of sandwiches, meals, drinks or desserts that are not in line with this or will take our focus away from this.

E. What is important to achieve for your team and shareholders?

E.g.: Professional fun atmosphere for team, successful and profit of 5% plus per annum for shareholders.

F. Who is your competition?

Summarise your competition. What makes you different to your competition?

G. Are there any Key Issues your company needs to address?

I.e.: are there any near term decisions that need immediate resolution, or long term issues that need resolution, including funding?

E.g.: medium term issue – should we invest in more outside seating for the café.

H. Your Current Situation

Summary of your current situation (in bullet point)

I. What are the top 3-5 areas your company is going to concentrate on doing?

For Example:

Exceptional customer service, excellent gourmet pizza, and a comfortable atmosphere in a prime location are three critical aspects of this business.

2 Core Values

What are the 5 most important Values in your company?

This can be values such as:

Trust, Honesty, Integrity, Successful, Delightful, Respect, etc.

And/or this can also be expectations on how you want your company to perform.

E.g.: Efficient, Quality, Professional, Friendly, Under promise over deliver, Exceed Client Expectations, Exceptional Service, Stylish, Affordable.

For Example the 5 Core Values of Café X are:

- Delightful** A truly delightful team of people, honest, friendly happy and professional at all times and enjoy going out of their way to provide excellent service to patrons and assist their team mates and the café to be successful. A fun place to work with people who show their appreciation for your efforts.
- Hip and Stylish** Hip and stylish atmosphere that provides comfort and projects character and atmosphere. It's the place to be seen.
- Successful** The café, the team, the food, the drinks. All come together to provide a successful business that is profitable and meets financial targets. So that the shareholders benefit, the café can continue to grow and improve and the profits can be shared with management and charity.
- Character** A certain character of style, comfort and good food with a modern Italian and artistic twist will provide a stylish, interesting and welcoming ambience for patrons and team alike.
- Affordable** Café X prices are reasonable and competitive to cafes and fast food outlets in the area.

What are your Company's 5 Core Values?

3. Company Goals

A. 12 Month Direction for Your Company

In the next 12 Months:

What do you want your company to look like/Where will your business be?

How many team members will you have?

What level of sales and earnings will you be generating?

Will there be any new products or services the business will be offering

How many locations will you have? Will you open any new locations in the next year?

Other Points

B. Long Term Company Goals

What are the top 3-5 goals you want your company to achieve over the next 3-5 years?
 What is the long term direction of your company?

For Example:

1. To be the best in the industry on the Gold Coast / SE Qld
2. To have a national presence
3. To become a global / visionary company
4. To completely systemize the business so that we can franchise the Company within 3 years
5. To be the provider of choice for clients in our immediate area (i.e.: a 5 km radius)

What are 3-5 Long Term Goals you want your company to achieve?

1 _____

2 _____

3 _____

4 _____

5 _____

C. Financial Goals

What are your Companies financial goals over the next 3-5 years?

Year & Date	Financial Goal/s	Profit
Year 1 -		
Year 2 -		
Year 3 -		
Year 4 -		
Year 5 -		

4. Your Company Mission & Vision

Bring all of the above together in a Vision and Mission for your company.

For Example:

Mission (how)

- Professional, Friendly and Efficient Service
- Loyal delighted Customers
- Excellent, quick food and drinks at reasonable prices
- Modern, hip and comfortable environment
- Real atmosphere
- Great Teamwork
- Profitable Successful Business

Vision (where)

*One of Australia's most hip, friendly and modern Cafés,
popular for patrons in the CBD
and successful at achieving a minimum of
20% profit and \$1million turnover per annum!*

A. What is your Company Mission?

Can be in paragraph form or point form (include: Performance, Clients, Team, and Shareholders)

B. What is your Company Vision?

A statement that does not limit you, provides a very high goal that you must constantly work towards and is timeless (although you can review this vision annually and change if you want to).
