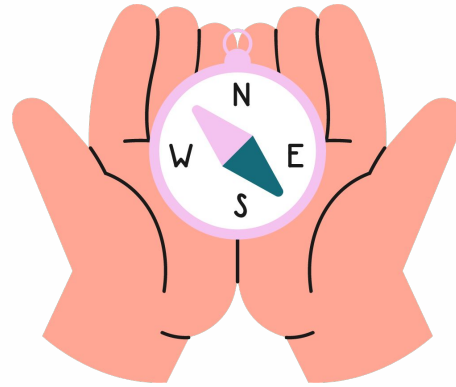


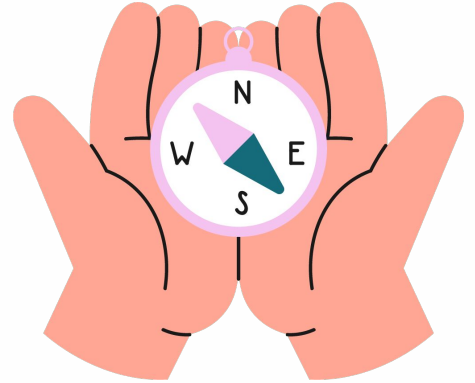
# Setting an achievable vision & goals



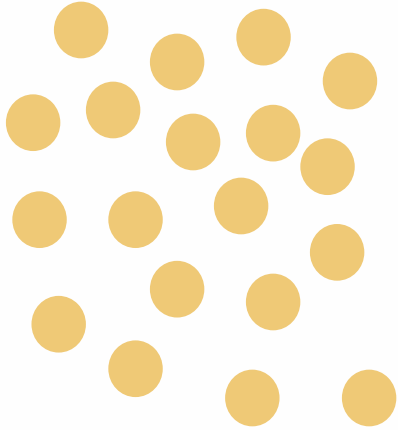
# Defining a vision

Your business's vision is like a guiding star—it's the destination you aim to reach. It paints a picture of what success looks like for your business in the long run..

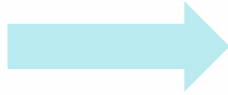
- Gives you and your team a sense of direction and purpose
- Motivates you to take action and stay focused, especially during challenging times
- Allows you to prioritise what to focus on.
- Serve as benchmarks to track your progress and celebrate achievements along the way



# Your vision can help guide how you focus your time



**All the things you  
could do**



**What you have  
chosen to do**  
*to deliver our vision*

**Driven by your vision and goals:**

WHAT does success look like for you?

WHAT can you realistically achieve?

# Imagine what your business looks like in the future?

Take a moment to envision what success looks like for your business in the long term.

What do you want to achieve?

How do you want your business to impact your life and the lives of others?

What does it look like in 1 year? 3 years?



## Top tip

Imagine what the press release – or newspaper headline you'd send out in the future would say?

When you read it, would it excite, scare you, or bore you. The energy you feel in writing it should propel you forward.

# A good way to think about this is to plot where you are on a spectrum of critical business decisions\*

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Local

Global

---

Niche

Everyone

---

One offer

Multiple offers

---

Face to face

Digital

---

Premium

Mass market

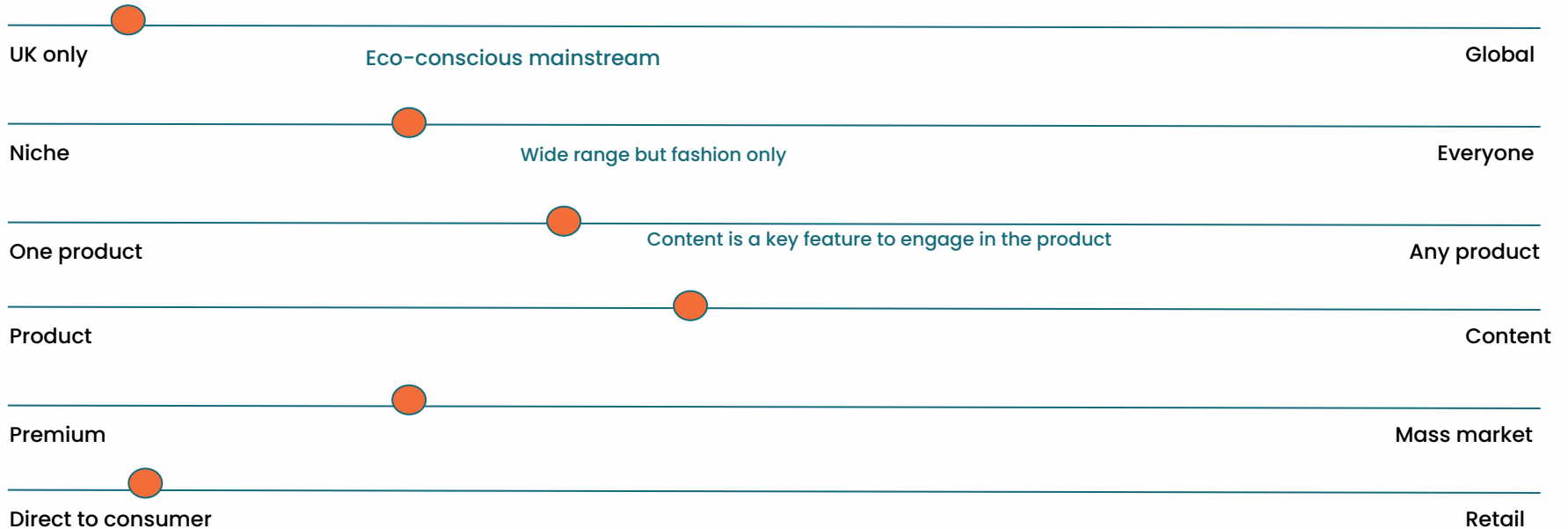
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Direct to consumer

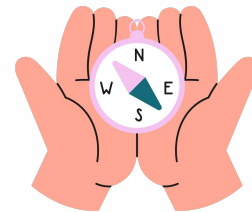
Retail

# Example vision:

Become the number 1 online destination in the UK for eco-conscious consumers seeking ethically sourced, affordable fashion



# Then set your goals to achieve that vision



## Long-Term Goals

Overarching objectives that align with your vision and may take months or even years to achieve.

*Example: Increase annual revenue by 50% within the next three years by expanding our product line and reaching new markets.*

## Short-Term Goals

Smaller, more immediate targets that help you make progress toward your long-term goals.

*Example: Launch a targeted social media campaign to increase brand awareness and customer engagement by 20% within the next six months.*

# Good goals are SMART



- **Specific:** Clearly define what you want to accomplish
- **Measurable:** Identify how you will track your progress
- **Achievable:** Set goals that are realistic and attainable
- **Relevant:** Ensure your goals align with your vision & priorities
- **Time-Bound:** Set deadlines to create a sense of urgency and accountability



# Once you have defined your vision and goals, make sure they fit with what you want from your life

What are your values?

What matters to you?

What kind of life do you want?

What is your risk tolerance?

## EXAMPLES

- ✓ Make lots of money
- ✓ Have more freedom
- ✓ More travel
- ✓ Less stress
- ✓ Support your family
- ✓ Leave a legacy
- ✓ More Adventure
- ✓ More creative space
- ✓ Constant learning

# If your business and vision do not match – identify specific things you can do differently

What can you change?

What sacrifices are you willing to make?

Do you need to change timeframes of your vision?

# Top tips

- **Start with Your Vision:** Your vision serves as the foundation for setting meaningful goals. Keep it front and center as you define your objectives.
- **Break It Down:** Divide your long-term goals into smaller, manageable tasks to make them less daunting and more achievable.
- **Stay Flexible:** As your business evolves, so may your vision and goals. Be open to adjusting them as needed to stay aligned with your aspirations and market conditions.
- **Keep it personal:** Someone else's vision will not be the same as yours. We all have different lives and goals. Don't compare what success looks like to you to what it looks like for others!