



# VISION & GOALS

## Your Vision for Success

*Best Practices Guide & Practice Resources*



# Your Vision for Success Guide

Building your Limitless practice begins with creating a crystal-clear vision of your future business and personal life. Your practice transformation kicks off as you come to understand the incredible power of mindset, establish clarity for your vision and goals, and nail down a concrete set of objectives and priorities following the processes described in this guide.

Prepare for achieving a wildly successful business and life you love by first establishing your mission, vision, values and goals.



## MISSION *your why*

The enduring reason for the company's work

To help people retire with financial freedom



## VISION *your where*

Your desired future state, what you envision for the firm

To build a \$1M+ lifestyle practice that serves 100 clients, generates 60% EBOC and supports the prosperity of owners, clients and team



## VALUES *your how*

The beliefs and behaviors that govern your culture and decisions

Authenticity. Advocacy. Well-Being. Continuous Improvement.



## GOALS *your what*

The objectives and outcomes you want to achieve/experience

3-YEAR GOAL:

- \$1M practice, doing work I love
- 75 ideal clients and 60% EBOC
- 30-hour work weeks & 8 weeks off to travel and be with family

YOUR VISION for Success







# Best Practices

## ESTABLISH PERSONAL VISION FOR PROFESSIONAL CLARITY

Professional vision is driven by personal clarity. Take the time necessary to determine your personal “Big Why” before throwing yourself into a frenzy of activity. Evaluating and elevating your level of personal fulfillment and satisfaction in each of the 8 key areas of life—health, family and friends, romance, personal growth, fun and recreation, physical/environmental, business/career and finances—will enable you to supply the necessary strength and energy toward your firm’s growth. Use the *My Limitless Life* resource to assess your personal satisfaction first.

## WORK TOWARD TRANSPARENCY

Being able to launch your Limitless practice begins with clearly defining and understanding how each of the following categories differ. Once you understand these key differences—and their function within your firm—you’ll more easily move toward a transparent, consistently aligned practice.

	 MISSION	 VISION	 VALUES	 GOALS
<b>ABOUT</b>	Explains what you want to do now	Defines what you want to be in the future	Beliefs, traits and behavioral norms of how you do what you do	The desired outcomes or results you want to achieve
<b>ANSWER</b>	“Why do we do what we do? What makes us different?”	“Where do we aim to be?”	“How will we behave?”	“What will we achieve?”
<b>FUNCTION</b>	Defines key measure of success	Creates clarity and inspires investment	Sets standards for action	Defines milestones to measure success
<b>TENSE</b>	Present	Future	Present	Future
<b>EXAMPLE</b>	“Help others live their best financial life”	“Be the go-to firm for divorced retirees with \$100M by 2023 while maintaining our team culture and client focus”	People first Continuous growth Teamwork Integrity	“\$1M revenue, Fridays off and 6 weeks off every summer”



If you are struggling to understand the key difference between mission and vision, a very clear explanation comes from Laurie Beth Jones' book, *The Path: Creating Your Mission Statement for Work and for Life*:

*"While a mission statement is centered around the process of what you need to be doing, a vision statement is the end result of what you will have done. It is a picture of how the landscape will look after you've been through it. It is your "ideal." It is more about the what and when rather than the why and how.*

*Your vision statement is the force that will sustain you when your mission statement seems too heavy to endure, enforce or engage. All significant changes and inventions began with a vision first."*

Define your mission, vision, values and goals in a clear and concise way (think 5-14 words and at an 8th grade reading level). Avoid buzzwords and jargon and keep content useful—these words will be the compass you use to guide your firm's direction and decision making.

## FOSTER ACCOUNTABILITY

If you have team members, involve them in the process when it makes sense. Nothing gains investment in helping you achieve your goals for the firm like involving your team. Encourage ownership of the overall strategic plan by explaining the why and letting your team help define the how. With team members, remember that involvement creates investment.



# Sample Visioning Process

## STEP 1: DETERMINE PERSONAL FULFILLMENT & DESIRED OUTCOMES

- ❑ Use *My Personal Life* to assess your level of personal fulfillment in each of the 8 key areas of life, as well as set clear, actionable 1-year goals
- ❑ Align habits with future goals by implementing the *Success Shifter* to encourage consistent, compounded effort

## STEP 2: DEFINE LAUNCH PROCESS

- ❑ Articulate your Mission, Vision, Values & Goals using *Mapping Your Business Vision My Model Practice*
- ❑ Use the *1-Page Business Plan* to define your 3- and 1-Year Goals, Key Objectives and Quarterly Priorities

# Your Vision Resources

Find available samples and resources on the member site.  
 Editable versions are available.

The collage displays several key resources:

- My Limitless Life:** A self-assessment tool with scales for FINANCES, HEALTH, FAMILY & FRIENDS, ROMANCE, and PERSONAL GROWTH.
- My Limitless Life: 1-Year Goals:** A goal-setting template with sections for FINANCES, HEALTH, FAMILY & FRIENDS, ROMANCE, and BUSINESS/CAREER.
- My Model Practice:** A circular diagram and questionnaire for designing a business model.
- Mapping your BUSINESS VISION:** A form to define MISSION, VISION, and VALUES.
- Success Shifter:** A habit-tracking calendar with categories like REVENUE, AUM, AVE REV / CLIENT, # DAYS OFF, HOURS / WEEK, # IDEAL CLIENTS, and OTHER.
- 20\_\_ 1-Page Business Plan:** A strategic plan for \$1M REVENUE + 100 DAYS OFF, detailing goals like TAKE 60 DAYS OFF, SYSTEMATIZE CLIENT SERVICES, and GROW REVENUE 20% to \$600,000.

