

Thinking Strategically to define Your Vision



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Most business owners have a vision for their enterprise but often lack the strategies that will enable them to realise that vision. The problem is usually a failure to think strategically.

Strategic thinking is a process. You can apply it to any part of your life whether it's a personal goal or a business goal you're trying to achieve. It helps you adapt to changes in your life and make transitions from one stage to another; it also enables you to more clearly see the opportunities that lie ahead.

Essentially what strategic thinking asks you to do is to define your vision with as much clarity as possible, then work inwards to create the steps that will allow you to get where and what you want. You do this with the power of your imagination.

There are five focus areas that will guide you to the definition of your vision, and as you go through them you also create an awareness of how your vision can be brought to reality. Each focus area should be taken separately. Don't rush and be sure to go through these steps in as much detail as possible. Record your thoughts as you go; a voice recorder is often helpful in this procedure.

The big picture

The first task is to step back. You're going to see the big picture first, then drill down to the details after you've observed your ideal outcomes from a distance.

Close your eyes and imagine that you're looking down on your business as you want it to be in three years' time with everything working perfectly and generating good profits. Now apply this technique to the people in your business, then to the systems that make it work. Always start on a broad scale and work inwards from there.

Viewpoints

These are tools that you apply as you work down from the big picture. Viewpoints are different ways of looking at the same thing as you develop your vision. Four are listed here, but you can create as many as you need to ensure that every angle is covered:

- The project viewpoint – what individual projects are needed to build the vision and bring it to completion?
- The process viewpoint – what processes must be in place to make your vision function? How do they work?
- The resources viewpoint – what resources (financial, personal) are needed to make your vision happen?
- The environmental viewpoint – what are the conditions in your business environment? What are you competing against and what will make you successful?

Structure & resources

Your business requires an organisational structure and human resources to fulfill the vision you have for it. What is the structure of your business when the vision is achieved? Imagine the way it will be managed, the support team in place, the production processes all working smoothly. This is *your* ideal so go into all the detail necessary to cover every aspect.

The drivers of your vision

Drivers are the forces that power your vision. They are the intangible elements and values that will be in place when your vision is complete. What skills will your ideal business possess? What will be the focus of your team? What will be the mission of your business? What will build spirit and morale in your ideal enterprise? What ethics will be in place?

Ideal outcomes

By working through the first four focus areas of the process you have built the foundations of your ideal business. You know the structure, the resources, the values and the market in some detail. The final step is to do a summary of everything you want to have and what you've learned as you worked through the process.

By working through these five focus areas, you have developed a picture of exactly how your business vision can be fulfilled. Your vision has been created using a process that also gives you the strategies to accomplish it.



Want to find out more? Need some guidance on developing the best strategies to achieve your business vision?

Call today on 01743 249992, or

Email: outsourcing@cb-solutions.co.uk

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