

# 4 Steps to Creating a Vision Board for Your Business



**Creating a Vision Board for your business can be a powerful tool to help you get clarity on what you want your business to look and feel like to both you and your customers.**

**Things change and evolve over time, and so could your vision for your company. Creating a vision board annually will help you stay in touch with the direction you want your company to be heading in.**

**It is important to spend time with this every time you do it. I would encourage you to not rush the process or you will find it does not really resonate with you in the end. More than anything, have fun with the process.**



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# 4 Steps to Creating a Vision Board for Your Business

**1. Think about the areas you want to address in your vision board. While the focus will mainly be on the vision for your business, other areas of your life will be impacted or will impact your business. Here are some ideas to get you started.**

- A. How much money would you like to make this year? Set a dollar amount that is realistic but also a stretch for you.
- B. What new products and/or services would you like to introduce? Are there some you might want to eliminate?
- C. Will you be adding new staff? What functions will they serve or what areas will they be working in?
- D. Will you be changing the look (interior or exterior or both) of your building or maybe moving to a different location?
- E. Will you be upgrading or adding any systems for better efficiency?
- F. Will you be working less hours this year? If so, what will you be doing with that time?
- G. Will you be going on vacation? If so, where? For how long? With whom?
- H. Will you be spending more time with family? With friends? What will you do?
- I. Are there areas of your health you want to include?

**2. Decide how you want to create your board. Here are some suggestions.**

- A. Large poster board
- B. Large cork board
- C. Digitally on programs such as Canva or Publisher that can become part of the display on your computer or printed out.

For maximum effect, make sure it is something that is easy to see and stay focused on throughout the year.

**3. Referring back to Step 1, begin gathering pictures that represent what you want to achieve in each of those areas.**

Some pictures might be very literal, such as the façade of a building you like or a trip you want to take. Others might just give you the feeling or result when you achieve that goal. Search through magazines, Pinterest or Google images for what really resonates with you. Collect several and print them out. You can use multiple pictures for a goal or narrow it down to the one(s) that truly reflect your goals. You can also include words or quotes that inspire you and represent what you are trying to achieve.

**4. When you are ready, sort the pictures and begin arranging them on your board.**

Rearrange them until it really feels right to you. There is no right or wrong way to do this. It should, however, be something that is easy to look at and see the message you were trying to convey. Once they are arranged the way you want, glue them down.

You've done it! You have taken those ideas and visions for you and your business and given them shape and form, and associated feelings and outcomes to achieving them.

## So, what's next?

Now it's time to create an **action plan** for achieving those goals. Now it's time to create a **strategy**!

Put your vision board in a prominent place and visit it throughout the day.

Create a visual of each of the goals and imagine – and **feel**– what it will be like to achieve those goals.

If you are feeling proud of what you did and want to share it, head over to my Facebook page and show us what you did!

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