

Are Business Goals Enough?

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Sample of Content:

You've heard of goals, mission statements and vision statements. There are plenty of books and seminars about goal setting. Did you know there were distinct differences in goals, mission statements and business vision? The differences are unique: this information will help you separate what a goal is from a mission statement or a vision.

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The differences are unique: this information will help you separate what a goal is from a mission statement or a vision.

Goals are specific, measurable, realistic outcomes or results, usually completed by a specific date. Tasks or assignments support the completion of the goals, either by individuals or groups of individuals. Goals support your mission and vision statements, and goals, mission statements and vision is usually aligned with your values.

Goal Example: ABC Company will release two new computer programs in the United States by end of year 2005. These products will influence long-term relationships in the international community.

A Business mission is what you want your business to be how it is perceived in the world. A mission statement is about what your business does or what products or services your business provides. A mission can include the outcomes of what you do and who you do it for.

Mission Example: ABC Company designs influential software programs that enable people to find information on the Internet in less than two seconds.

A Business Vision is about the impact your business will have on the world. The Vision is what pulls you forward. With a clear business vision, each day is effortless, with more satisfaction and prosperity in your life.

Vision Example: U.S.-based ABC Company is the only software provider of global nations. Ownership of ABC Company is held as an Employee Stock Ownership Plan (ESOP). This plan allows each employee to have a secure financial future.

Will I Get Better Clients or Customers with a Business Vision?

The best reason in the world to have a great vision than rely on short-term goals is the ability to attract better clients.

Clarity about who you are and what you do on a daily basis is supported by your vision. The more you focus on what your clients or customers want and need, the easier it will be for them to see your contributions. One client became so clear on his vision that he eliminated the bottom twenty percent of his clients, redefined his definition of his ideal customer, and raised his fees.

Always remember that your business vision is the primary requisite in the search for a successful business and life. Goals come after the vision. Vision is bigger than anything. Make sure you have your Vision with a Capital V.

Joanne Victoria, 25-year Vision and Business Coach works with entrepreneurs and solo professionals to build successful lives and businesses by helping them tell their truth. Author of: *Lighting Your Path! How To Create the Life You Want* and *Vision With a Capital V - Create the Business of Your Dreams*.

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