

Vision

■ What does success as a business owner look like to you?

How you answer that question determines the degree of success you'll achieve in your business, because vision drives your decisions, your actions and the willing of others to the future with you.

Vision also sets in motion your wealth-building strategies. If you're like many business owners, you don't build a vision around the choice between Enterprise Wealth Building versus Lifestyle Ownership. For the Wealth Builder, the business asset supports optimal wealth; for the Lifestyle Owner, the business supports a desirable lifestyle.

A Wealth Builder's vision of success sounds more like this: "I see the enterprise as my legacy. It creates financial independence, which gives me freedom to enjoy life. I invest for long-term benefits instead of zeroing in on short-term cash flow, an approach that grows wealth. My relationships with employees, customers, clients and vendors reflect true strategic partnership. I'm valued as credible leader in my field." Making the transition from Lifestyler to Wealth Builder requires a change in vision. Here are vision-building questions we ask the enterprise builders we coach:

- What will your business look like when it reaches full potential?
- How will you operate with regard to people, processes, products and services?
- When your business is functioning at its best, what will your primary role be?

- When people in your industry or market talk about your business, what will they say?

If you're ready to become a Wealth Builder, developing your vision of success is the first step.

Is your vision your wealth map or just a big idea?

Adjusting your vision begins with strategic decisions in four vital areas:

- time (long-term thinking versus short-term thinking),
- people (attracting innovators versus yes-men),
- capital (investment versus cash flow)
- control (all mine versus appropriate distribution of power).

Changing your vision of success leads to fundamental changes in the way you do business, changes that always – always – create a more economically healthy business and financial independence. With clear vision, the strategies for lasting value also become clear.