

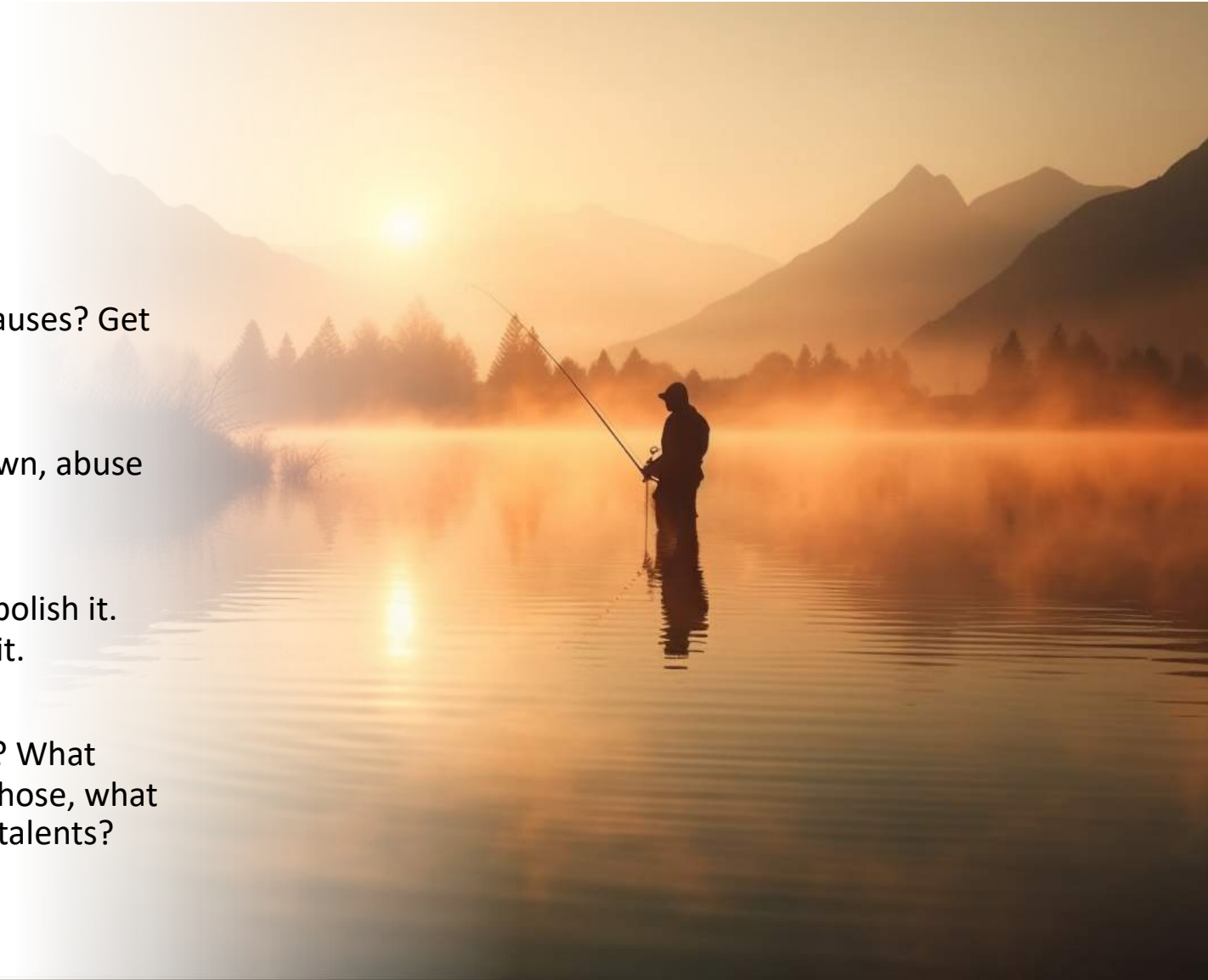
An open book with aged, yellowed pages lies on a dark, weathered wooden surface. The background is a dramatic sky filled with dark, heavy clouds, with a bright, golden light source breaking through in the center, creating a strong lens flare and illuminating the scene. The overall mood is one of inspiration and hope.

# THE VISION

HOW TO CLARIFY AND FULFILL YOUR VISION

# Four Tips

- **See yourself clearly**
  - Strengths, weaknesses, causes? Get outside input.
- **Look for the design**
  - When purpose is not known, abuse is inevitable
- **Find the gold**
  - Find the gold, refine and polish it. Maximize your return on it.
- **Find the fire**
  - What stirs passion in you? What truly matters to you? Of those, what flows naturally with your talents?



A pair of black binoculars with silver accents is resting on a rough, grey rock. The background is a soft, out-of-focus sunset with warm orange and yellow light. The image is framed by a white curved border on the right side.

# 7 Questions To Define Your Vision

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- **WHAT** problem do I solve?
- **WHO** do you solve that problem for?
- **WHY** do you serve those interests?
- **HOW** will you solve them?
- **WHERE** are the boundaries of your reach
- **WHEN** will you know you have succeeded?
  - What measurable objectives must be realized? What does “best” look like?
- **WHAT** does that look like from all angles?
  - Spouse, employees, vendors, customers, etc.

# How to Keep F.O.C.U.S.E.D.

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- **F**ind the vision
  - **O**bjectives
  - **C**ore beliefs
  - **U**nderstanding
  - **S**trengths
  - **E**veryday Habits
  - **D**etailed Plan

