



ON TODAY'S AGENDA...

Do you have a clear map with a clear destination so that you know where you're going?

IT SEEMS SO SIMPLE DOESN'T IT? BUT REALLY... DO YOU?



I LIKE TO THINK OF
SUCCESS AS A PRODUCT OF 2
ELEMENTS

ON ONE SIDE YOU HAVE VISION AND DESIRE. ON THE OTHER - THE CERTAINTY IN YOUR ABILITY TO ACHIEVE IT.

I've spent years thinking about what separates those who **succeed** from those who don't on this **journey** of single parenthood.

I see it like this. On one hand you have a vision for where you want to go, the **perfectly crafted vision** board, with a total **sensory experience** of what your life is going to look like. On the other, you have the **degree of certainty** in your ability to **achieve** the vision.

And... you can definitely have 1 without the other.



IMAGINE THIS SCENARIO.

You've got the perfect vision board. You know exactly how much money you're going to have in your bank account in the next 5 years. You can feel wealth. So much so, that you have meditated on what your day looks like, who you interact with, how you show up, what you're wearing down to the detail of the smell of the \$700 fragrance you wear. After all, if you have the desire, you are mean to achieve it. *Right*?

There is just one problem. **You can't pay your bills**, you're uneducated and don't have the confidence to put yourself out in front of other people. You've been told that you aren't smart enough to go into business for yourself, nor do you feel that you're worthy of it. You have absolutely no belief (certainty) in your ability to achieve what it is that you want.

Similarly, you could be the most talented woman in the world, believe that anything is possible with the right mindset, and that you are being guided by something larger than yourself. Success is your birthright. You won't stop UNTIL you reach it.

The problem is, you have no clue where it is your're going.



TODAY WE'RE GOING TO FOCUS ON THE FIRST PART...

CREATING A VIVID VISION

Let's really get clear on the desire/vision/destination we're on during this next phase of our life.



- WHY YOU NEED A VISION OF YOUR CAREER AND LIFE
- **HOW TO WRITE THE VISION**
- HOW TO MAKE IT COME TRUE
- DOING THIS FOR BOTH
 YOUR CAREER AND LIFE



IF YOUDON'T KNOW the DESTINATION, ANY ROAD will TAKE YOU THERE.



Imagine something you want but **don't have.** It could be a dream home, a partner, a car you love, or even an outfit you've been admiring. It could be a piece of furniture, a meal or a lifestyle. Anything, really.

Pretend as though you **have it now**. Imagine yourself experiencing it, touching it, interacting with it. What stands out? What do you notice?

Describe every aspect of it and how you feel. Describe the features, the textures, the colours, the sensations, the way it feels on your skin. Where in your body do you feel it? Are you proud? Excited? Free?

THAT'S A PRETTY VIVID PICTURE RIGHT?

THAT'S THE LEVEL OF DETAIL WE NEED TO FEEL WHEN WE'RE THINKING ABOUT OUR FUTURE / BUSINESS / PROJECT.

You want to create a 3D world that you can step into and explore. It's a roadmap that helps you see where you want to go, that will help you figure out how to get there.

TRUST THE PROCESS

THE VISION

Imagine the iconic scene from the Sound of Music. Julie Andrews, spinning in the mountains, singing "The hills are alive..." This is how **clearly** you need to **see it**.

THE SOLUTION

You need to **stop guessing** and **start knowing**. Each part of you needs to be aligned to this vision. When you understand that every choice you make today, either gets you closer or farther from the vision, it's easier to make a decision.

REMOVE ALL AMBIGUITY

You want to keep **clarifying** and **polishing** your vision. You don't want to estimate, or "that would be nice if..." This is about using **precision** to **write your future** - regardless of where you are now.

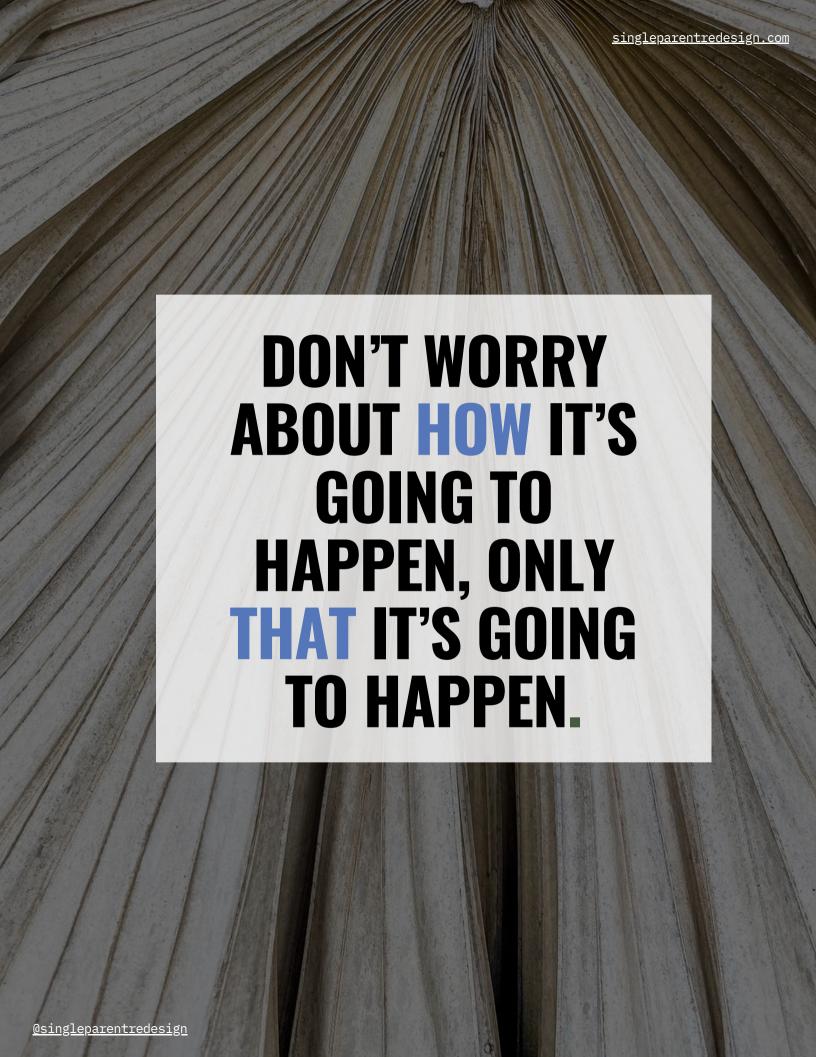
IMPORTANT!

Project a vision of your future that you want, rather than taking where you are now and forecasting it out into the future.

this is how we need to think!

In 1961, President Kennedy announced that by the end of the decade, they would put a man on the moon.

This was an extraordinary statement back then, given how primitive computers were back then.



ONCE YOU SET YOUR VISION...

BREAK IT INTO CHUNKS

Think of it as though you were building a home. It seems daunting right? As though you don't even know where to start. When you break it down - it may look like: setting the foundation, wiring the electrical, hooking up the plumbing etc.

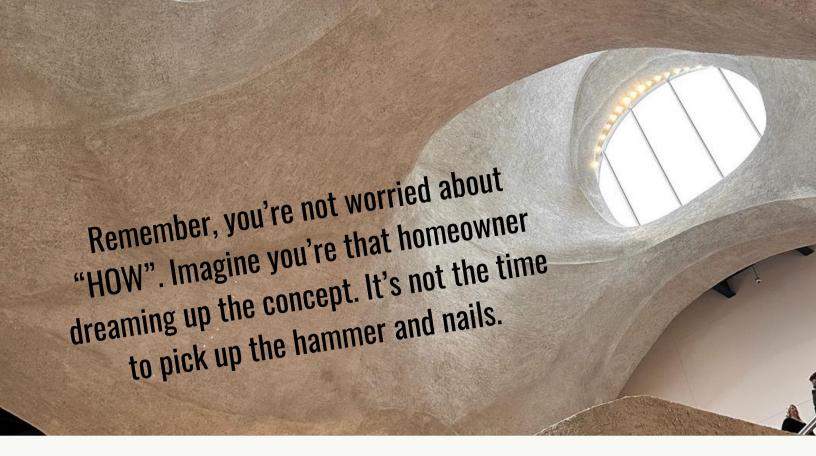
Think of the proverb "how do you eat an elephant? One bite at a time" a balance between realistic and achievable

A 3 Year Vision

WHY 3 AND NOT 10 OR 1?

When we venture too far out, the vision becomes foggy. Who knows what the world will look like in 10 years? On the other hand, looking at life only 12 months from now - unlikely for anything earth shattering to have enough time to come into existence.





PREPARING TO WRITE THE VISION

Take yourself out of familiar places. You want to expand you mind to think differently. Ideally, you can find a place in nature, with just **you and a notepad.** When we're outdoors, we can access a different mindset. We feel **connected** and our **minds can wander.**

Think of this as a journey, taking your mind somewhere it hasn't been before; to a **playful** and **fantastical** place.

START YOUR VISION THIS WAY...

Calm, relaxed, and envisioning a world you'd love to help create and de parto somedar

<u>@singleparentredesign</u>



A MIND MAPPING EXERCISE

We want to figure out what the **goal** is, and then **work backwards** to figure out how we're going to make it happen. A technique I learned in my design thinking courses is something called a **mind map**. It's a visual way to **organize your thoughts**. The idea is to start from the centre and work out from there, with little branches representing greater detail of the original thought.

like a business, **YOU** are planted in the centre, and the various aspects of your business are the branches that extend out. Then describe each out of those branches, or even better, continue branching out until you capture the entire vision of your future.

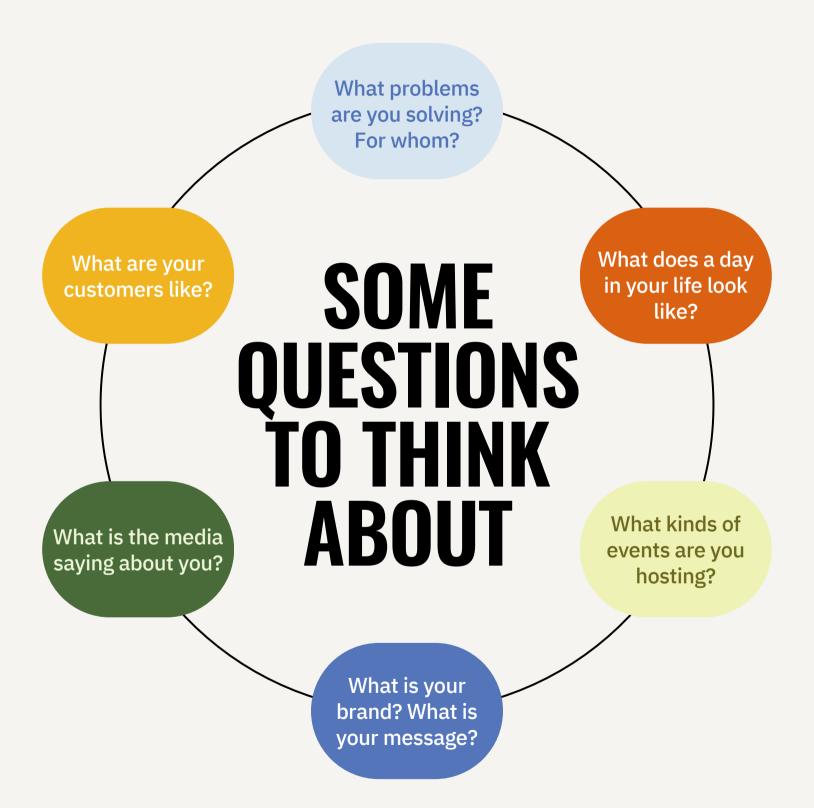


WHEN YOU STEP OUT OF YOUR TIME MACHINE, 3 YEARS FROM NOW, WHAT IS HAPPENING? WHAT DOES YOUR DAY LOOK LIKE? WHO ARE YOU INTERACTING WITH?

MY MIND MAP



THERE ARE NO REAL RULES, OTHER THAN TO JUST LET YOUR MIND WANDER, MAKE CONNECTIONS, AND DREAM





Get your senses involved...

- What does the **space** (physical or virtual) look like? Are there specific colors, textures, or designs that stand out?
- What **music** or **sounds** greet people when they enter your space? Is it energizing, calming, or inspiring?
- Are there any distinctive **scents** in your space? For example, fresh coffee, calming essential oils, or floral fragrances?
- What physical **sensations** define the experience? Think about seating, materials, or surfaces
- If food or drinks are part of the **experience**, what are they like?



Then WHAT?

01

ORGANIZE YOUR IDEAS

Take your notes and condense them into categories, for example: values, location, marketing etc.

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WRITE A PARAGRAPH FOR EACH SECTION

Add other details that you may have missed if they come up during this process.

03

MAKE IT VISUAL

Using canva or something similar, make it pretty and engaging.



VISION OF OUR COMPANY IN 2028

SINGLE PARENT REDESIGN

In 2028, SPR has evolved into a **vibrant**, **globally recognized** hub of **empowerment**, **education**, and **transformation**. It's a sanctuary where single parents are no longer defined by societal stereotypes but celebrated for their **strength**, **resilience**, and **commitment** to their families.

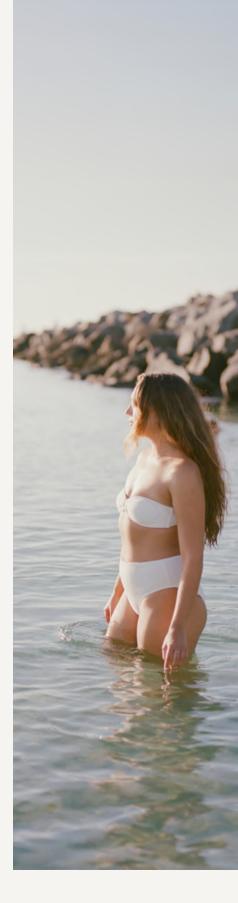
At its core, our organization provides **access** to the essential **services** and **tools** single parents need to live extraordinary lives, breaking down barriers and **opening doors to opportunity.**

Together, we are creating a **legacy** that **reignites hope**, **fosters healing** and inspires **limitless possibility**.

CORE MISSION AND VALUES

Our mission is to create a space where single parents feel **supported**, **inspired**, and **equipped** to thrive, no matter where they are on their journey. We operate on **five** core pillars:

- Empowerment Through Knowledge: Providing unparalleled access to expert guidance across fields like law, finance, mental health, functional health, and career development.
- Community and Connection: Building a network where members uplift and collaborate with one another.
- Strength and Resilience: Offering tools and practices that foster confidence, independence, and emotional wellbeing.
- 4. Accessibility and Equity: Ensuring services are affordable, inclusive, and scalable for parents from all walks of life.
- Future Focused: Helping parents design their best lives through visionary goal-setting and personal development.





By 2028, the community has grown to:

100,000 active members worldwide.

A presence in over 30 countries, with localized **chapters** in major cities for inperson meetups and resources.

85% retention rate, showing the value and **impact** of our offerings.

The **FLAGSHIP PRODUCT** is our learning hub where members can participate in **live** and **recorded** masterclasses from industry leaders, including:

- Financial literacy workshops by finance experts.
- Mental health webinars featuring renowned psychologists.
- Functional health sessions led by specialists in nutrition, hormonal health, and somatic healing.
- Monthly seminars on parenting, leadership, and career development.

Additional OFFERINGS

SUPPORT SERVICES

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- Unlimited access to family law consultations, mental health therapy, and career coaching.
- Specialized programs for financial abuse recovery.
- Monthly wellness check-ins with functional health experts.

NETWORKING AND CONNECTION

02

- A vibrant online forum for real-time discussions, mentorship, and peer support.
- In-person retreats and workshops designed to foster deep connections and growth.
- Regular virtual coffee chats and accountability groups.

EMPOWERMENT TOOLS

03

- Goal-setting challenges / Together We Rise
- EFT tapping sessions to clear limiting beliefs and align with their visions.

04

MARKETPLACE AND CAREER DEVELOPMENT

- A curated marketplace for single mom-owned businesses to showcase their products and services.
- Partnerships with companies offering job opportunities tailored to moms' unique schedules.
- Scholarships for professional certifications and education.

Technological Innovations:

"Val" Integration:

 Members have access to Val, a tool that calculates the future value of their spending decisions if invested. This empowers moms to make thoughtful financial choices.

AI Personal Coaching:

 Personalized recommendations for workshops, services, and connections based on each mom's goals and challenges.

Seamless App Experience:

 A user-friendly app with built-in tracking for goals, budgets, and personal growth milestones.

Community Events

ANNUAL "RISE TOGETHER" SUMMIT

A flagship event featuring inspiring keynote speakers, networking opportunities, and breakout workshops.

QUARTERLY "VISION WEEKENDS"

Focused retreats for moms to reset, plan, and recharge.

BRAND IDENTITY

OUR BRAND REPRESENTS EMPOWERMENT, INCLUSIVITY, AND TRANSFORMATION.

It is a symbol of **possibility**, showcasing that single moms can achieve greatness while leading fulfilling lives.

Through bold, inspiring messaging, our visuals and communications embody strength and hope. The brand tagline, "SINGLE PARENTHOOD ISN'T A SETBACK, IT'S A COMEBACK" captures the collective power of

this movement.





MEDIA PRESENCE

The media highlights our work as a groundbreaking **movement** for single parents. Major outlets like Forbes, TED, and The New York Times praise our innovative approach to building community and breaking barriers.

Talia, the founder, is a sought-after **speaker** known for her ability to **inspire** and **connect**, appearing on podcasts, panels, and television programs.

SPEAKING EVENTS

Our speaking events are transformational experiences held in grand venues like conference halls, ballrooms, and theatres.

Rooms accommodate audiences ranging from 300 to 1,000 attendees, with state-of-the-art AV systems and welcoming atmospheres. Speakers captivate audiences with authentic storytelling, practical insights, and actionable takeaways.

Each event includes live Q&A sessions, breakout discussions, and networking opportunities to deepen connections.

IMPACT METRICS



ECONOMIC EMPOWERMENT:

- Members collectively saved or invested over \$20 million using Val.
- 40% of members report higher income within one year of joining.



MENTAL AND EMOTIONAL HEALTH:

- 75% of members say they feel "more confident and capable" in their daily lives.
- 60% report improved relationships with their children and families.





COMMUNITY GROWTH:

- Over 10,000 success stories shared within the community.
- Members launching their own businesses and giving back through mentorship.

CULTURE AND IDENTITY

This isn't just a membership—it's a movement.

- COLLABORATION OVER COMPETITION.
- AUTHENTICITY AND VULNERABILITY.
 MOMS FEEL SAFE TO SHARE THEIR
 TRUTHS AND GROW TOGETHER.
- A SPIRIT OF ABUNDANCE. MEMBERS ARE ENCOURAGED TO DREAM BIGGER AND LIVE FULLY.



YOU MIGHT BE THINKING...

HOW DO IEVEN GET STARTED on something so MASSIVE and so DISTANT?



WHAT HAPPENS IF...

At the end of 3 years, there's stuff that didn't happen?

did [fail!

Not even a little!

The point of this is to see something **larger than yourself** - to have a sense of meaning and purpose, and to see growth.

This **growth** is what gets the momentum going, encourages you to focus more and stay engaged in your **mission**.

For your next vision document, you'll take what you **learned**, and apply it for the next 3 year period.





WE DON'T OFTEN THINK OF WHAT WE WANT LIFE TO LOOK LIKE DOWN THE ROAD....

Instead, we take it as it comes, reacting, rather than creating.

What is the **vision** for your **personal life**? Your **family life**? What kind fo mother do you want to be? Business woman? Leader?

Describe what you see. What does your home look like? Your studio? Your boat? Aim high.

REMEMBER THAT YOU ARE STARTING AT THE FUTURE POINT, AND LOOKING BACKWARDS. IF YOU DON'T KNOW WHERE YOU'RE GOING, YOU'RE WASTING FUEL.



PRECISION ESTABLISHES the PROJECTS you must ACCOMPLISH along the way.

IF YOU HAVEN'T DONE THE MANIFESTO CLASS... START WITH THESE 5 ARES:

- FITNESS

 How healthy are you? What shape are you in?
- **FAITH**Is there an aspect of you that needs nurturing?
- FINANCE
 Where are you in your career 3 years from now?
- FAMILY
 How have you grown closer?
- FRIENDS
 Who are you friends? What kind of friend are you?

 Who are you friends? What kind of friend are you?

VISIONBECOMES REALITY



I'M CONVINCED

that when we have this **vision** for our lives, we are on the way to becoming better people. We'll **attract** the people into our lives who will keep us motivated, inspired and who want to be around us (and us them).

With all of these positive relationships, who wouldn't feel better? You'll have more fun and have everyone around you conspiring to help you.

Think of your *vision* as though it were the *script* for your *life*:



If a screenwriter only had a mission statement for a scene, what would the result be? When you share your vision with your friends and family, they'll understand how they **fit within in.**



A VISION BOARD IS A STORY BOARD.

Screenplays not storyboards, serve as the skeleton of a movie. You want the necessary descriptions for each scene - the dialogue, the music, the camera directions etc.



TRUST THE PROCESS!





Was this guide helpful for you?

Feel free to reach out to us with thoughts, feedback at talia@singleparentredesign.com

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