69 - Casting a Vision For Your Business

[00:00:00] **Christi Johnson:** Hello, everyone. Welcome back to the crusher goals with Christy podcast, the business podcast, where you'll find clarity over confusion. Community over competition and the confidence to crush your goals. I'm your host, Christy Johnson, a wedding photographer and business strategist for creative entrepreneurs.

[00:00:23] Dedicating to help you feel less alone in your business journey and flourish beyond what you thought possible. [00:00:30] We are coming up on the end of the year as I'm recording this it's December. And it's a perfect time to start thinking about goal setting for the new year. If you're listening to this right, as the podcast comes out on December the fifth, then I would love to invite you to come to my goal setting workshop tomorrow.

[00:00:50] Totally free. You can go to Christy Johnson, creative.com/biz besties. What you'll want to do is click on the button. And to [00:01:00] sign up for the free trial of biz besties. And you'll be able to get access to the goal setting workshop on December the sixth, the Tuesday. If you're listening to this later than that, then I would love to invite you to join my free goal setting challenge. You can go to Christy Johnson, creative.com/challenge, where you'll receive a five day challenge on crushing your goals. It's a great thing to dive into here at the end of the year and the beginning of.

[00:01:29] [00:01:30] Next year. All right. Let's dive right in to casting a vision for your business. Casting. A vision helps you prioritize things in your life. It helps you make your goals and your schedule. It's foundational to running a successful business and to having a life and a business that you love, it's going to help, you know, that you're doing exactly what you're supposed to be doing.

[00:01:53] And help you clarify your strategy. At the end of this podcast, hopefully you'll [00:02:00] be able to write your own mission and vision statement for your business, which is going to guide you. Through everything. Now, if you'd like, you can also go through the exercises and. Create one for your personal life, as well as your business, which can also be helpful.

[00:02:16] Now to create a vision statement for your business, you want to imagine an ideal future. Of a world that wouldn't exist without your business, it should show how your business will make the world a better [00:02:30] place. What problem does your business solve? I want you to think big picture. This vision statement will inspire you and help to keep you going.

[00:02:40] Then the mission statement is how you will achieve your vision. It's like putting feat. To the vision. How exactly is your going? Is your business going to solve the problem? Your mission statement tells you how to do that. And it's your vision statement in action form. Here's some examples. I key his vision statement is to [00:03:00] create a better everyday life for many people.

[00:03:03] So that's their vision without Ikea. There would be a, not as great everyday life for as many people as possible. And their mission statement is to offer a wide range of well-designed functional home furnishing products at prices. So low that as many people as possible, we'll be able to afford them.

[00:03:21] So that shows how they're actually making the world. A better place or having a better everyday life for many people is by [00:03:30] offering well-designed functional home furnishing products at really low prices. So as many people as possible can afford them. So. You see their mission statement is the vision and action form. It's the vision is what they want their brand to achieve. And then the mission is exactly what they're going to do to accomplish that vision.

[00:03:48] Google's vision statement is. To provide access to the world's information in one click and their mission statement is to organize the world's information and make it universally accessible and useful. So you can see how they're slightly different. But [00:04:00] the mission is accomplishing the vision. The Alzheimer's associations. Vision is a world without Alzheimer's disease.

[00:04:08] So that's their ideal picture of the world, a world without Alzheimer's disease. That's what they imagine. Will happen because of their association and their mission statement is to eliminate Alzheimer's disease. Through the advancement of research to provide an enhanced care and support for all affected and to reduce the risk of dementia through the promotion of brain health. [00:04:30]

[00:04:30] Do you see how all of those examples, Ikea, Google and Alzheimer's association show the how behind their vision. So, what I want you to do is to start to think about how you can incorporate this into your own life. What is the vision that you want to have for your business? How can you make the world a better place before we dive into that though? I think it's important to spend some time thinking about your definition of success, [00:05:00] why it is that you do what you do.

[00:05:02] Think about your skills and your passions, how can you live out your purpose with your unique skills and your passions? Your purpose or your calling is connected to your definition of success and why you do what you do. So we want everything to form a complete picture, and that's when it's going to drive you to a set.

[00:05:22] Uh, effective goals. If you want help with this, like I mentioned, you can head to my challenge, my goal [00:05:30] setting challenge by going to Christy Johnson, creative.com/challenge, and you'll get a lot of prompts and worksheets to help you dive into this and really figure out what your definition of success is.

[00:05:43] But here you can just do some time, spend some time thinking about it.

[00:05:48] Because success is different for everyone. What is successful for? You may not be successful for someone else. And what successful for someone else may not be successful for you. And that is totally [00:06:00] okay. We all have different values. We have different callings. We have different roles in our lives and that's 100%. Okay.

[00:06:07] A good way to think about what success means to you and to figure it out for you is to think about people that you view as successful and write down some reasons that you think they are successful. What is it about them that you find successful? Is it the way they carry themselves? Is it the way they interact with people? Is it how they run their businesses? Is it how much money they're making? Is it.

[00:06:29] [00:06:30] What people say about them? Is it something else? Think about why you admire those people and how you can emulate them and bring some of that into your own life. Not as a way to compare yourself to them, but as a way to gain inspiration. And to figure out what it is that you want to do with your life.

[00:06:46] You can also think what about what you're passionate about? What are those things that keep you up that you just love to do? Where work? Maybe doesn't feel like work. One of the things that I really enjoy doing oddly is [00:07:00] editing my website every, every year I try to do a website refresh and I just love doing it. So I'm passionate about that for some reason.

[00:07:07] So one of the things that I try to do for other people is help them make their websites better. And offer. Website audits for them, or even through my business strategy sessions, my monthly packages, I can even edit people's websites for them. So that way I'm doing things that I love. So I'm passionate about that. It's so it's so weird. What I, but I am.

[00:07:28] You can also think about things that you're [00:07:30] really good at. And, you know, these are things that people have told you, Hey, you're really good at this. Did you know that you're, that you are really good at this? Or maybe you can think about things in a way that other people can't that is really effective.

[00:07:42] And then you can also think about why you do what you do. What is the heart behind your work? If you are stuck in a job that is not. Fulfilling to you or not satisfying to you, you can think about why that is what you [00:08:00] imagine your ideal life to be. And kind of. The driving force behind your business. And I like to go three why's deep. So I like to ask myself, okay, why am I in business as a business strategist or wedding photographer?

[00:08:19] The surface answer for why my wedding photographer could be, well, I want to capture people's memories. So then I like to ask myself why again, why do I like to capture people's [00:08:30] memories? Well, because. Moments are fleeting. And. Without photography. We're going to forget them. And really it's because I think that people are so important.

[00:08:43] And the people in our lives. Are important and it's worth taking photos of them. Well, then I asked myself one more time, so that was a second. Why? So I go three wine steep, a third wine. Why do I believe that people are so important? And for me it's because I think that we have intrinsic value [00:09:00] that we need each other, um, that.

[00:09:04] Our relationships are most important. And, and once you get to that third, why that's really the heart behind what you want to do, and that's kind of what you want to bring more of into your life. So when I realized, I believe that people are more important than anything else in the world. Then that kind of revolutionized my business and got me started on this whole business strategy journey and the community buildings journey that I've been on because I want people to know that they're not alone. And to never feel [00:09:30] that feeling of wanting to give up hope or to quit or to throw in the towel or to feel like no one is listening to them or no one cares about them, because I believe that people were built to belong.

[00:09:41] You were created to belong and to be in community with other people. So really. Having that vision and asking yourself, why do you do what you do? And going those three why's deep can help you figure out what success is to you and what you want to bring more of into your life.

[00:09:57] Another thing you can do is think about your core [00:10:00] values. Your core values will guide your vision. So what are some of your deeply held beliefs? What makes you, you, these are things that you believe in at your core. Some examples could be. Having compassion, kindness, putting others first. Curiosity, honesty, integrity going the extra mile, humility, transparency, whatever it is. If it helps you can look up some core values of your favorite businesses.

[00:10:28] To brainstorm your own. [00:10:30] So, what are those core values for you? All of these things together, your definition of success, your passions, your skills, the things that you're really good at. Your why and your core values are going to help you. With your vision. Now let's get practical. We've done some deep thinking. And I want you to spend some time after this podcast, thinking about these things we've talked about.

[00:10:52] But let's get practical. How can you begin to find a template for writing your vision statement? Well first, you can look up [00:11:00] some of your favorite brands or your favorite businesses and look up their vision statements and write a few that stand out to you. So if you really love drinking Starbucks, check out their vision and their missing mission statement. If you really love shopping at Ulta.

[00:11:13] Check out their vision and mission statement. I'm sure that you could find it online and write down a few that stand out for you. So once you've done that, then you can kind of start to think about your business and to create, create. I was going to say craft and it came out, create. To create a vision [00:11:30] statement for yourself. You want to think about who your business serves. So.

[00:11:35] Who do you exist? To solve problems for. That sentence. I feel like didn't make sense, but who are the people that you were helping specifically? For me, I'm helping overwhelmed creative entrepreneurs and people who are starting their business and don't know where to start and feel overwhelmed by all of the steps.

[00:11:52] For photography, I'm helping people who want beautiful images of their weddings and want to have the best photography experience possible and feel comfortable [00:12:00] and good in front of the camera. So that's who I serve. Then you want to think about what do you help them do? Or what problem do you help them overcome?

[00:12:09] Or what result do you help them achieve? So for my strategy business, I help them feel less alone in their business journey. I help them be overwhelmed and I give them. Um, An action plan for how to get to where they want to do. I mean how to get to where they want to be. [00:12:30] And the results that they have from that is more peace, more calm, more energy in their business, more passion, more free time. So those are some of the things that I would write down. If I were creating my vision statement.

[00:12:43] And then you want to think practically, what will they be able to do after working with you? So number one, who does your business serve? Number two. What do you help them do? Or what problem do you help them overcome? Or what results you help them achieve? And then number three, what [00:13:00] practically will they be able to do after working with you? These are really important questions.

[00:13:04] And then I also like to ask. How do you want them to feel after working with you? These things will help clarify. Your goals, the people that you want to be working with, how you'll help them and create that vision statement for your business.

[00:13:20] You could also ask if you could wave a magic wand and your business could completely solve one problem in the world, what would it be? Think big picture here for me. [00:13:30] If my business could help. Every single business owner out there. I know that they are not alone. And to live in community with other people and realize that they can achieve their dreams.

[00:13:41] That is my ideal future. That is what I want. If my business could completely solve a problem, that's what I want. So then I'm going to think. Okay. Does that align with my definition of success? Does that align with my, why? And does that align with my passion and my skills? Like, if I'm not good at helping [00:14:00] people feel less alone, then that's not something that I want my vision to be, you know?

[00:14:05] And then how does that align with your core values? So for me, all of those things line up, I want people to never feel alone in their business to know that they always have someone to turn to. That aligns with all of my core values. So for me, that would be a good thing to go on for my vision statement.

[00:14:24] And I want you to ask those questions for yourself.

[00:14:28] What is the [00:14:30] ideal vision of the world that would not exist without your business? And write it down. It can be big. You can even think like, oh, I'm never going to be able to solve this because yeah, the truth is I'm not going to be able to affect every single business owner, but that's the vision you like, you want to think big picture, and then you write your mission to help you achieve that.

[00:14:48] So go ahead. And, um, after you listened to this podcast, think about. Imagining for yourself, what your vision? What your ideal vision of the world is that would not exist [00:15:00] without your business. And then you can write your mission statement. So you can think, what will your business do right now to help you accomplish your vision? You want to think practically.

[00:15:10] For me. Practically. Uh, everything that I do stems from my vision. I have Christie's biz besties, which is a community of creative entrepreneurial. They were actually doing work together. In January, I'm going to be launching a, build your business cohort, where I'm going to help people build their businesses from the ground up, from start from [00:15:30] square one, and they're going to have coaching costs. I'm going to be helping them realize that they can do it and that they're not alone and they can have their, the business of their dreams.

[00:15:39] So it's going to be that, but it's also going to be strategy because for me, I'm doing strategy sessions and I'm helping people with task management. These are all practical things that I'm doing to achieve my vision. So for you, what are you going to do? What practically will you be doing to help accomplish your vision? [00:16:00] And how does that align with your definition of success?

[00:16:04] If part of your definition, definition of success was only working four days a week and making a livable wage. And you realize that, oh, something that I've written down is going to make me work five days a week. Then maybe that's not something that you want. As part of your vision, I mean, your mission.

[00:16:22] How does it align with your, why? And how does it align with your passion and your skills? If you're no good at helping people manage [00:16:30] their tasks. That's not something that you should put in your mission. You know what I'm saying? So you want to evaluate, does it align with your definition of success? Is this going to actually work for the life that you want in your ideal life? Does it align with your why your passion and your core values?

[00:16:45] And then you can go ahead and write your mission statement. If everything's lining up, you can go ahead and write it. There's a formula that I like to use. I help blank. Which is your market. [00:17:00]

[00:17:00] And then another blank, which is what you help them do. So they can blank, which is overcome. A pain point and, or achieve a deep desire. So for example, I help overwhelmed creative entrepreneurs create an action plan for their business. So they can create the business and life of their dreams. That's kind of what mine would be like. That's not my exact one, but that's just an example, going off of that formula, who do you help? What do you help them do and [00:17:30] why? So that, that part of so they can blank, which is overcome a pain point and, or achieve a deep desire.

[00:17:36] That's the really important part of it. So, what do you do? What is your mission and how does that help you achieve your vision? You want to review your mission statement every single day or at least every week to make sure that your business is aligned with where you want to be and what you want to do. You don't want to get yourself into things that are going to burn you out, or that are not maybe aligned with your vision. It's going [00:18:00] to inspire you to keep going.

[00:18:01] And I'd encourage you to write this out, put it somewhere. You can see it every day, like on your desk or on your fridge or your mirror. You can even type it out with a pretty font and frame it and hang it in your office. Or if you're an artist you can. You know, paint a picture of it. And when your business gets hard and you feel like throwing the towel.

[00:18:18] You want this to be easily accessible so that you can remind yourself why you're in business and what problem your business helps solve. Remember, you are uniquely you, you have what it takes. I believe that you can do this. [00:18:30] And this vision statement for your business is going to help. You determine what your goal should be for the quarter, for the year. However you do your, your, your goal planning, it's really going to help you. And I think it's really important for everyone in business to have a vision statement so that, so that you can know that you're doing exactly what it is that you're supposed to be doing.

[00:18:49] All right. I hope this was helpful. If you want a worksheet for this, feel free to go to Christie Johnson, creative.com/challenge. To sign up for my five day goal setting challenge and get [00:19:00] these worksheets delivered to your email every day for five days. Thank you guys for joining me. I believe in you. I believe in your business.

[00:19:06] You're the best and I'll see you next time.