

Vision of the Perfect Day and Vision Statements



YOUR 3-YEAR VISION

What my Perfect Day looks like:

How my business operates in 3 years:



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What my team looks like:

How customers experience the business:

What I delegate to whom and how:

What success feels like:

What systems run automatically:



My personal lifestyle and free time. What are you doing in your spare time?

What I'm most proud of:

3 Year Vision Statement

A good vision statement for a small business should be:

- **3-year future focused** – not tomorrow, not “someday”.
- **Simple enough to remember** – one clear idea, not a shopping list.
- **Emotionally meaningful** – when you read it, you *want* it.
- **Externally anchored** – says something about customers/impact, not just “we want money”.
- **Aligned with the Winning Statement, Perfect Day & Strategic Thrusts** – it points in the same direction as:
 - Money / People / Sales / Marketing / Operations / Delivery / Differentiation
 - Your later Strategic Priorities and Growth Strategy work.



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In [timeframe] – anchors it to the 3-year horizon.

[business name] is known by [ideal customers]

→ Who sees you? Who talks about you?

for [core difference / value]

→ Your differentiation / Winning Statement themes.

because we consistently [key way you operate]

→ Processes, behaviours, service style.

so that [impact/result for customers + the business]

→ Customer outcome + business benefit (profit, stability, scale, freedom).

Your Turn
