

Fowler & Company presents

# 7 Steps to Dynamic Growth

## Your Vision

Episode #5 (of 7)

### Lesson Notes

Welcome back to day 5 of our Values Driven Growth eCourse.

This is Curt Fowler, President of Fowler & Company and I am so excited you are back with us.

Before we get started, I've got to apologize for forcing you to look at this same picture of me every time we do a lesson. If you ever created a product like an eCourse before you know that "perfectionism" is deadly to hitting your deadlines, so instead of entertaining you much better pictures of my family or me in Mickey Mouse ears from our vacation this summer, we're sticking with this boring photo of me so we can just get it done! I promise better pictures in the next edition.

### **Let's Review. So far we've shown you how:**

- Values driven companies with disciplined execution outperform the market by up to 15x
- How core values are the guide rails that keep your company on the right path; and how to determine the core values & core purpose for your organization, and
- Last week, we found the competitive advantage for your organization

Now, finally, we get to turn our attention to the future of your organization. We'll start with the Big Hairy Audacious Vision for your organizational future. Jim Collins calls it a BHAG (goal instead of vision), but we'll stick with BHAV for now.

A vision or BHAV consists of two parts... for the sake of time, we are going to focus on the vision statement in today's lesson. You can go back and fill in the Vivid Description once you've nailed your Vision Statement.

**Let me tell you the five steps to your BHAV:**

1. Gather senior staff and key employees
2. Ask them to define success in 5, 10, 15 years from now
3. Pair similar ideas
4. Pick the best
5. Test against the checklist

**Your BHAV Checklist:**

- Is it inspiring?
- Does it give employees a sense of purpose?
- Is it clear, compelling and easy to grasp?
- Will you be able to tell when you have achieved it?
- Is it a stretch goal (50-70% chance to meet goal)?
- Will it require a quantum leap in the capabilities and characteristics of the organization?

**BHAV Examples:**

**Heinz-** To be the world's premier food company, offering nutritious, superior tasting foods to people everywhere.

**Toastmasters International-** To empower people to achieve their full potential and realize their dreams.

**Wal-Mart-** Become \$125 billion company by 2000. Made this goal in 1990 when they were valued at \$32B.

**Amazon-** To be the earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

Follow the five steps to creating your "Big Hairy Audacious Vision" then go through the checklist to ensure that your goals are attainable.

**Now that you've created the vision for your organization, take that information and add it to your one page strategic plan. We've now determined your .....**

**We've now got the framework of your organization put together and created a vision for the future. The next step is to start creating a plan to get you to that vision.**