



Do you have a **HEALTHY BUSINESS VISION?**

“The future belongs to those who see possibilities before they become obvious.”

-John Sculley III, Former Chief Executive Officer, Apple



We have a question for you: What’s your vision for your business? You might not have an answer now. We know that building a successful organization takes time, and as a lot of owners can attest, blood, sweat and tears. It also requires foresight. Foresight means not just seeing and reacting to the road in front of you, but creating a vision for where you want to go. Your vision doesn’t need to be fully formed now, but as with most things, it’s better to start thinking about it sooner rather than later. Here at Real Benefits Group, we’ll help you do exactly that.

Indulge us, if you will...

Whether it’s now or your next coffee break or when you’re commuting back and forth from work, take a deep breath and think about where your business will be five years from today. (You may have done this when you first downloaded our Healthy Business Handbook, but it’s an exercise worth repeating time and again.) What does your office look like? Who is working in the office? What kinds of new products and customers do you have? What revenue/growth goals are you seeking? What obstacles are you facing? Just think. You don’t have to answer.

Defining healthy vision

Let’s start off by saying what a business vision isn’t. It’s not your mission statement. That’s what your company is, what it does and why. It says nothing about where you’re headed next. It’s also not anything that can be formulated on an Excel spreadsheet. Perhaps your vision can be data-driven, a feeling in your gut backed up by the numbers. But a vision is much more than what can be equated and crunched. Instead, vision is a mix of hopeful and practical thinking. Hope for what you want to do, practical for how you want to get there.

Why is this important?

Remember the old adage, “Don’t work harder, work smarter?” You don’t want to be the business owner pouring their time and energy into things they don’t have to. If your business is a ship, you can’t be spending all your time below deck inspecting every nail, nut and pipe. That’s not vision. A captain has to be at the helm, spending their mental energy where it’s needed most. When you have a healthy vision, you’ll have a clear idea on where you want to go. When you can do that, you can cut through the noise, the day-to-day of your work and make strategic, impactful decisions. You can invest in solutions and partners proactively, instead of reacting to unforeseen obstacles. You can rally your team behind you and ensure that everyone is focused on the same goals.

With that in mind, how do you, small business owner, want to be spending your time?

Creating an effective vision for your business

“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”

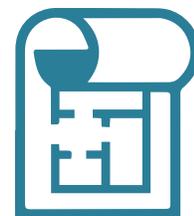
- Jack Welch, Former CEO, General Electric



So maybe you’re ready to start building your vision. The problem is, you’re not sure where to begin. Fortunately, we have a few tips to get you started.

Businesses with a healthy vision generally:

- Can articulate their vision for the future
- Create, then enact a five-year plan for business growth
- Prepare to commit time and resources to said five-year plan
- Strategically anticipate, rather than react
- Create infrastructure to manage change and pivot as needed
- Leave room for flexibility, pivoting and varying degrees of change
- Invest in talent, resources and solutions that support the long-term business vision



There are no rules when actually crafting your vision statement. It can be as formal or informal as you want. Write it on a napkin. Paint it on the wall. Dictate it to a recorder on your smart phone. All that matters is that you do it. Just make sure you review it regularly and change it as your business grows. What's most important is that you can clearly share your vision with your employees and partners, so your entire organization stays relevant and on track.

Going forward...

Let's go back to the exercise from the the beginning: Taking a moment, Let's go back to the exercise from the beginning: Taking a moment, breathing deep and thinking about where you and your business will be in five years. Do it again now. Think about those questions for your business. Is it starting to feel like you're formulating more of a fantasy than a vision? It happens. Keep at it. Remind yourself that the time you spend doing this is an investment in profit, growth and efficiency in your company's future.



Aliat is your partner in long-term business health. We offer a unique 360° HR solution that will reduce your total cost of ownership and transform your HR processes, payroll, health and retirement benefits, and compliance risk.

Interested in learning more?

Give us a call at **503.273.6499**, email us at **discover@myaliat.com**, or visit us at **myaliat.com**.