

3 STEPS TO DEFINE YOUR PURPOSE AND VISION

BASED ON THE 12 WEEK YEAR

STEP 1: PURPOSE then VISION

Brian Moran, in The 12 Week Year, says: "Purpose is the reason for your existence. A purpose defines who you are and what you are all about. Clarity of purpose gives your life direction and meaning." Ultimately, what we tell our clients is that all decisions you make move you closer to or further away from your vision.

Seven Questions to Refocus your Vision:

1. What are your core values?
2. What is your 5-year vision? your 10-year vision?
3. What comes easy to you?
4. When have you felt most alive?
5. What stories inspire you?
6. How are you (and your business) distinguishable from all others?
7. What promises are you making to your customers?

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STEP 2: Your Vision

Vision is a picture of where you see yourself in the future. Detail your vision for the following areas:

Relationship:

Finance:

Health:

Work:

Spirituality:



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STEP 3: SuperCharge Your Vision

Your Vision will provide clarity on what all aspects of your life will look like in the future.

Making a Plan:

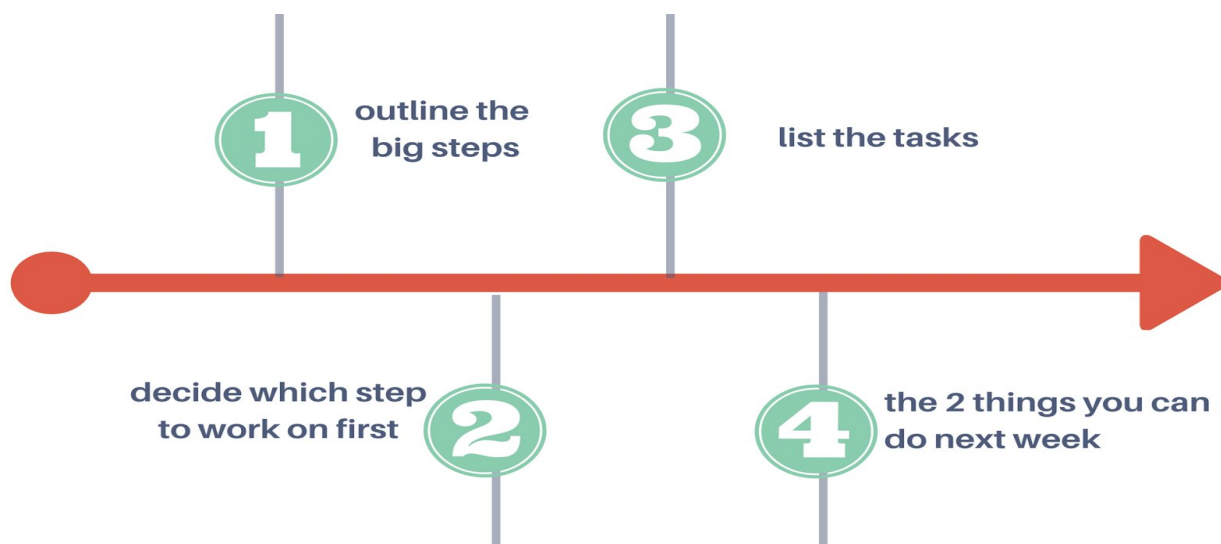
What you focus on, you will achieve. What are the things you need to do that will get you closer to that end? It is not the big moves that make the difference, it is the daily shifts that will get you to the end.

ESTABLISH YOUR PRIORITIES: What are the 6 big steps you need to make to get to your vision?

TAKE ACTION: Which step should you work on first?

DECIDE: What are the tasks you need to do to achieve step 1?

DELEGATE: What are 2 things you can do in the next week to move you closer to Step 1?



At the end of the week, decide what are two more things you can do that will move you closer to the vision.

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Making Decisions:

The next step is to weigh every decision you make against that vision. Each time life presents you with an option, go here or do this, ask yourself the following question:

**WILL THAT GET ME CLOSER TO MY VISION
OR FURTHER AWAY FROM MY VISION?**

