



# **THE SHOW ME THE MONEY STRATEGY CHALLENGE**

DAY 1: The Strategic Planning  
Pyramid and Your Vision

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# Your Vision of the Future

In this worksheet, you will clarify and reconnect with your vision of the future for your business and map out the milestones you need to focus on right now to make realizing your vision inevitable. Without a clear vision, you are at risk of creating a business and strategy that leave you feeling trapped or burned out.

I'm willing to bet this isn't the first time you've created a vision of the future in one format or another. The very nature of entrepreneurship and thought leadership is to think about what's possible.

At the same time, it's essential to revisit and your vision regularly. After all, things change. You change. The marketplace changes. New opportunities and goals give rise to new possibilities.

Having a clear vision helps you preserve the core purpose and values while you grow, innovate, and respond to the daily forces that act upon your business.

When it comes to building a business based on your ideas, your business is ultimately a vehicle to help you realize your legacy. Therefore, I find this is a valuable way to look at the long-term vision for your business.

Consider the question(s) for each of the following six areas of your legacy. Then, write a few bullet points to answer each one. If you find yourself getting stuck, use the Hero Inspiration exercise below to inspire you.

**Recognition:** What do you want to be known for?

**Opportunities:** What types of opportunities and experiences do you want to enjoy?

**Achievements:** What accomplishments, awards, or other milestones do you want to realize?

**Collaboration:** Who do you want to partner with or work with?

**Body of Work:** What do you want to create? What ideas or values do you want to be known for?

**Change:** What change(s) do you want to create in the world (or your community or industry)? Are there behaviors, best practices, or ways of thinking that you want to transform?

## Near-Term Milestones



Did you know that a domino can knock down another domino 1.5 times taller than it? Look at the photo above showing how a tiny domino can set off a

chain reaction that inevitably leads to the largest domino falling. This visual is a powerful way to think about how to accomplish the Vision you outlined above.

Choose one of the big goals from the Legacy Design exercise. Imagine that it is the largest domino in a sequence of dominoes.

What are the smaller dominoes (milestones) that you need to line up and knock over in the near term (during the next year) that will make that big goal inevitable?

For example, one of my giant dominoes is to write a business book. Some of the smaller but still sizeable dominoes on the path to that goal include:

- Deciding whether to self-publish or get a publisher
- Find a book agent
- Write a book proposal
- Write daily

I need to set these things into action (i.e., set up these dominoes) in the next twelve months. So now it's your turn to map out near-term milestones.

Choose three big goals from your Legacy Design exercise that you want to move forward in your business.

For each of those, write down at least three milestones (dominoes) that you need to achieve in the next year to make that goal inevitable in the future. You may need to plan backward by thinking about what needs to happen within the next three to five years, then mapping that back to what needs to happen in the next year.

We will refer back to these milestones later in the strategy challenge.

Vision/Legacy Goal	One-Year Milestones
	1)
	2)

	3)
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## (OPTIONAL) Hero Inspiration

If you get stuck on completing the Legacy Design exercise, the following exercise will help get your imagination flowing.

When envisioning possibilities for the future, we often limit our imagination without realizing it. Our beliefs, hidden mental scripts, feelings, and past experiences lead us to overlook, neglect, or immediately discount possibilities.

One way to mitigate this is to use an exercise that I call Hero Inspiration. This tool bypasses the part of your brain that wants to protect you by immediately analyzing and evaluating your ideas and vision. You do this by listing things you admire (or even envy) about others.

I learned and adapted this technique from designer Ayse Birsel when I attended one of her workshops. You can read more about it in her excellent book, *Design a Life You Love*.

Here's how it works.

Grab a piece of paper (or turn to a blank page in a notebook). Divide it into four sections.

At the top of each section, list the name of someone you admire or envy. I include "envy" because jealousy is often a feeling that often arises when we see someone doing something we wish we would do but have perhaps shied away from. You don't need to admire everything about them, just some aspect(s) of their work, lifestyle, personality, etc. Keep in mind this could be someone living, dead, or even fictional.

In each section, list three to four bullet points describing what you admire or envy about that person. It might be something about their body of work, the way they live, the opportunities they have, the kind of recognition they get, the type of contributions they've made, the people they associate with, or any other aspect of their life or work. It's up to you if you want to write a sentence for each bullet or just a word or two.

Draw a line through each name and write your name at the top of the page. The things you have written are, in fact, things you value or aspire to. Each of the bullet points is an ingredient for you to include in your vision. Pull from these Hero Inspiration lists to further fill in the Legacy Design exercise above.