

How to complete your *SIMPLE Vision*

1. Save this document to your computer
2. Re-open the document
3. Type directly into the template, save, and print your *SIMPLE Vision*.

How to Use the Template

Write your responses to the questions in the space provided. Once you complete the template you may also want to type your *SIMPLE Vision* document.

When you complete it, print it out and review it daily for the first 90 days. Place it somewhere you will see it daily. After the first 90 days, you should review it weekly.

Notes

Each area (non-negotiables, purpose, goals, details) may need to be revised to be more detailed or less detailed as you make progress in these areas. When you feel like you're struggling in a particular area or several areas - that's normal. Set aside some time to come back to your *SIMPLE Vision*. Review it. Get reset. Then move forward again.

Investing the time today in your *SIMPLE Vision* will bring dramatic improvements to your life, work, and relationships. It will significantly increase your chances for successfully achieving your personal and professional goals.

Are you ready? It's time to complete your *SIMPLE Vision*!

Name _____

Type of Vision Organization Career Department Other _____

Date _____

Non-negotiables

Non-negotiables are not the same as core values – they are stronger than values. They define what we stand for. They are worth fighting for and taking significant risk for. They are our core convictions. They're portable – we would take them with us no matter where we work. Your non-negotiables improve clarity and decision-making because all decisions are filtered through them.

- 1.
- 2.
- 3.
- 4.
- 5.

Purpose

Purpose is your reason for existing and reflects your deepest motivation for doing your work. It captures your soul and the soul of your team or organization. It reveals who you exist to serve and why, and includes how you will impact the marketplace. To get to the core of our purpose, we ask questions like - Why are our products or services important? Or, Suppose we went out of business and our products or services were discontinued. Our operations shut down. The organization ceased to exist. What would be lost? Why is it important that it continues to exist? That's purpose.

My Purpose is to _____

Goals

What are my huge goals? What are we building? There is a fundamental difference between merely having a goal and committing to a huge, exhilarating challenge.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Jim Collins, best-selling author of Great by Choice, calls these huge goals Big, Hairy, Audacious Goals. If they're big enough, people should question how you will accomplish your goals. Your goals should be huge! If your goals aren't ambitious and challenging, they're probably not worth attempting. So, in a way, your critics would be right - you can't get there; not on your own. But together with your team, with your partners, with your customers - you can get there.

Details

Details is a specific, vibrant, and engaging description of what it will be like to achieve your Goals. It translates the vision and goals from words into pictures. How can I best describe what it looks like to reach my huge goals? What will we become in the future? What will it look like for team members? How will it make clients or customers more successful? If someone writes an article for a major publication about us, what will it say?

Notes for my SIMPLE Vision

