

S T A G E N

PROFESSIONAL ONE-YEAR VISION WORKSHEET

In this worksheet, you will complete three stages of writing: Part I *Brainstorming*, Part II *Tell The Story of Your Vision*, Part III *First Draft Vision Statement*, and Part IV *Second Draft Vision Statement*.

Reflect on these questions and write down your answers in the space provided. We recommend that you block 30 minutes for each section and block time with some space between each block. This worksheet is meant to be a guide. We encourage you to work according to your preferred timing and employ any creative techniques that would be helpful.

For further clarification or inspiration on the deep significance of *vision* as it relates to leadership, refer to your Stagen Meaning Module.

PART I: BRAINSTORMING QUESTIONS

1. What are the major professional (business, organizational, career) goals or objectives you intend to achieve during the next year?
Improve the GEC Set and Show Ratio
Improve the overall quality of leadership in the department

2. Review the list of goals and objectives from number one and determine whether all the essential dimensions (tangible and intangible) are represented; financial performance, systems, infrastructure, technology, individual and team performance, accountability, capability enhancement, morale, culture, and so on. List any additional goals and/or objectives needed to ensure that all necessary dimensions have been addressed.
Training and development of staff
Improve the performance of Internet leads

3. What primary overarching strategies, approaches, or themes do you intend to use during the next year to achieve success (as defined by your above goals and objectives)? Feel free to list three or four overarching themes, but avoid restating specific goals.

Creating individual Action Plans

Consistent Follow up

Implementing Leadership Rhythms

4. Considering all of your previous answers, what three to five key elements will ultimately determine success for your organization during the next year? Put another way, how will you know that the year was successful?

We will have specific rhythms in place that will show successful

We will see significant improvement in the show rate in each of the stores

We will see significant improvement in internet leads

5. Considering all of the above, in summation, what do you envision you will have achieved professionally (ideally), at the end of the next year?

Improving the current processes in my department to deliver improved sales and show ratios in each store. We will have repeatable and sustainable processes in place to have success on purpose.

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PART II: TELL THE STORY OF YOUR VISION

In this step, take your answers to the questions in Part I and aggregate them into a coherent overall description of your one-year vision. Pull the key concepts together into a coherent description of how you see your success one year out. Remember that effective vision descriptions are like telling a story (about the future) or painting a picture (with words).

At the end of this year I will look back and determine the success of the year based on the daily, weekly, and monthly rhythms that I have put in place. Those coaching and development rhythms will translate into results that will make the organization as profitable and able to open additional locations to make us a nationwide brand. Our part in this is improving the overall Show Percentage to 30% of all leads and a set ratio of 40%. The bulk of the leads that we receive as a department are internet leads, so improvement on those leads are absolutely critical to the success of the department. We will employ a structured coaching and development plan that will reinforce the tools that will make and sustain repeatable success AND this will help with the training and development of the currently leadership team as well with repeatable and sustainable leadership processes. We will see incremental improvement monthly leading to sustainable goal achievement.

PART III: FIRST DRAFT OF VISION STATEMENT (LONGER VERSION)

Next, edit your description into a well-crafted vision statement. This is an opportunity to fine-tune the language you originally used into descriptions that are more clear and compelling. Experience shows, each time a leader rewrites or edits a vision statement, it gets better. So take the time to do the multiple versions this worksheet recommends. You may want to allow a day or more between revisions to give yourself time to reflect on the concepts contained within.

Success at the end of this year will be determined by the operational leadership rhythms that are put into place to not only drive our business forward but to make the necessary adjustments to ensure long term success of the EchoPark Brand. These rhythms will translate into incremental monthly improvement and ultimately lead to a 30% show rate and 40% set rate.

We will implement leadership development tools that will not only produce great results, but they will improve the leadership skills of the GEC Leadership Team. Success will allow the EchoPark brand to continue to expand and continue on the path to becoming a National Brand.

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PART IV: SECOND DRAFT OF VISION STATEMENT (CONCISE VERSION)

Finally, revise your vision statement once more to make it even more concise. Many of the best vision statements have only three to five sentences (short paragraph), yet contain the essence of the vision conveyed in the long-form vision descriptions.

When I look back at the end of this year, success will be determined by the operational rhythms put in place to drive performance. An overall Show Rate of 30% and Set rate of 40% will be achieved through incremental increases leading to the ultimate result. Embedded in the result achieved will be the development of the leadership team through these rhythms...