

# VISION



# VISION MODULE

## PURPOSE:

- Create understanding of the power of vision
- Challenge participants thinking about what's possible
- Develop a compelling vision that aligns personal & business

## EMOTIONAL CONNECTION:

Vision is the starting point of all high performance. Vision is the emotional connection to everything we do. Creating a clear vision produces a “why” that will help the individual step out and keep moving forward.

## MODULE AGENDA:

### I. INTRODUCTION

- a. First discipline – first place that we impact results + or -
- b. Play VIDEO
- c. Discuss key points from video

### II. VISION EXERCISE – HAVE-DO-BE

- a. Brainstorm Have's, Dyad, 1 person share
- b. Brainstorm Do's, Dyad, 1 person share
- c. Brainstorm Be's, Dyad, 1 person share

### III. VISION EXERCISE – PERSONAL JOURNEY

- a. Visualization
- b. Journal

### IV. CRAFTING YOUR VISION

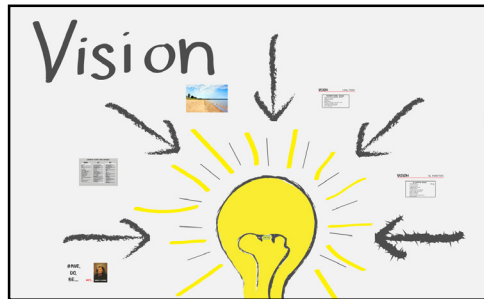
- a. Aspirational Vision
- b. 3-Year Vision

### V. CLOSE

- a. Important to dream & challenge
- b. Stay connected – leverage the Vision

## TRAINER'S NOTES

## INTRODUCTION

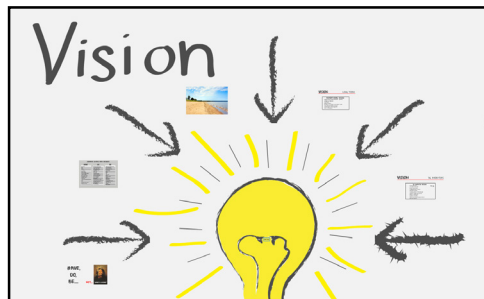


*Advance to  
vision slide*

We are about to get started with the real work of our session today. The best place to start is *usually* the beginning, so we will begin with the first discipline of *The 12 Week Year* – vision. Follow along in your workbook as Brian Moran discusses the power of vision in this short video.



*Play Video*



So what were your key take-aways from Brian's video?

*Key Points:*

- *Create an understanding of the purpose and power of vision*
- *Challenge participant's thinking about what is possible for them*
- *Participants will develop a compelling vision that aligns personal and business*

As Brian mentioned, vision is the first discipline of *The 12 Week Year*. It is the first place that you either enhance, or limit, your results in life. Your goal is to create a stretch vision that is emotionally compelling for you, one that strikes a balance between your personal, and your business life.

As you work through this exercise, remember that the first challenge that you

## TRAINER'S NOTES

will have creating a stretch vision is asking “how?” too soon. Remember to first ask the question “What if?” What would be different if you achieved your vision? The question “how?” is dealt with when you create your 12 week plan.

I think that this quote by Ben Stein sums it up well – “*the Indispensible First Step To Getting The Things You Want Out Of Life Is This: Decide What You Want.*” Well, it’s time to decide....

As you begin to develop your vision, we will go through a couple of exercises designed to help you identify some potential elements to include. They are designed to appeal to different thinking styles.



*Show great  
visions slide*

If you think about the accomplishments of human kind since we’ve been on this planet, there are some impressive achievements: Modern Medicine, Space Travel, Electricity - the list goes on and on.

What’s true about all of these accomplishments is that they were preceded by big vision. Great vision always precedes great accomplishments, and it’s true for you as well.

Keep this in mind as you craft your vision.

## HAVE - DO - BE

We are going to go through an exercise now that will “prime the pump” for the development of your vision. You are going to look forward into your future from the perspective of today to identify things that are important to you. Have fun with this first exercise – imagining the future should create energy and excitement.

Turn to page \_\_\_\_\_ in your workbook (Have/Do/Be page). We call this exercise “Have-Do-Be”.



## TRAINER'S NOTES

*Here's the list of sample "Haves:"*

- |                            |                                  |
|----------------------------|----------------------------------|
| • New house                | • 100 acre horse farm            |
| • Boat                     | • Aston Martin DB 9              |
| • Plane                    | • \$1 million income             |
| • Cottage                  | • 4 day week                     |
| • Good Health              | • 1 week of vacation each Period |
| • Great Family             | • Maid                           |
| • Weekly Massage           | • Cook                           |
| • \$10,000 clothing budget | • Mom and Dad's respect          |
| • Condo in Arizona         | • Financial security             |

As they work, mention the following 2 points:

1. As you find yourself writing things down – be aware of your thinking – if you feel that something you want is impossible – write it down and underline it.
2. Also, be sure that you are not just writing down what you think others would approve of. This list is your list – it needs to be emotionally compelling to you. Not to someone else.

*Wait about 4-5 minutes - when about 2/3rds are done writing.*

Take another 30 seconds or so and finish up.

If I can get everyone to stop – thank you. Now we are going to share what we've written. Why would we ask you to share? *It increases your commitment to make it happen when you share your vision with someone else, and you have to think more deeply about your vision when you share it.*

**DYAD** - OK, turn to the person next to you and share what's on your list, real quickly, just to prompt thought. By the way if you hear something you like "steal it."

*Give them a few minutes so that both can share their lists. Wait until the energy has started to die down a little.*

Ok, let me get your attention back. Who has a good "Have" list that would be willing to share it with the group? If there are some things that are private and too personal to share then don't share those, just the stuff you are comfortable sharing.

*Wait until someone volunteers - and thank them after they read their list.*

## TRAINER'S NOTES

Thank you, as you read that list, are you emotionally connected to making those things happen. Would it feel great to reach those goals?

If you look down your list and you get an emotional – gut level response, then the list is working for you. If not, it just means that you need to stretch a little more.

**DO'S**

Ok, now I want you to complete the Do column. I'll give you a few minutes to write down all the things that you would like to DO in the time that's left to you on earth.

*As the group works individually, about 2-3 minutes in read the sample Dos.*

HAVE	DO	BE
New house	Buy Mom and Dad a house	
Boat	Go to the Kentucky Derby	
Plane	Attend a Super Bowl	
Cottage	Go to Masters/US Open	
Good health	Take family to castle	
Largest family	Learn to fly	
Weekly Massage	Write a book	
\$10,000 clothing budget	Act in a play	
Condo in Arizona	Create family wealth	
100 acre horse farm	Go on a ski trip out west	
Rise to Martin DB 9	Play with Jimmy Buffet	
\$1 million income	Start a foundation	
4 day week	Work in a winery	
1 week of vacation each period	Be in a movie	
Maid	Dive the Great Barrier Reef	
Cook	RV with family to the Grand Canyon	
Mom and Dad's respect	Play Augusta, join Augusta	
Financial security	Go on a mission trip	
	Box a kangaroo	
	Run with the bulls	

*Read Do's list.*

*Here's the list of sample Do's:*

- Buy Mom and Dad a house
- Go to the Kentucky Derby
- Attend a Super Bowl
- Go to Masters/US Open
- Take family to castle
- Learn to fly
- Write a book
- Act in a play
- Create family wealth
- Go on a ski trip out west
- Play with Jimmy Buffet
- Start a foundation
- Work in a Winery
- Be in a movie
- Dive the Great Barrier Reef
- RV with family to the Grand Canyon
- Play Augusta, join Augusta
- Go on a mission trip
- Box a kangaroo
- Run with the bulls

Remember, this list is what excites you – not what you think others would approve of. If you find yourself saying “that’s impossible” write it down and underline it.

I will give you another minute or so to complete your lists.

Take a few moments and finish up that last thought.

## TRAINER'S NOTES

**DYAD** - Okay, turn to the person next to you and share what is on your lists. Make sure that both of you get a chance to share.

*Give them a few minutes so that both can share their lists. Wait until the energy has started to die down a little.*

Alright, let me get your attention back please. Who would like to share their “DO” list?

Thanks for sharing that – good stuff!

**BE’S**

Ok! We’ve worked through Have and Do, now I would like you to complete the “Be” list. Take a few minutes and write down all of the things that you would like to be in the time that’s left you on earth.

*As the group works individually, about 2-3 minutes in read the sample Be’s.*

DREAMS HOPES AND DESIRES		
HAVE	DO	BE
New house	Buy home and build a house	I want to be a servant leader
Boat	Go to the Kentucky Derby	A Godly man/woman
Marriage	Attend a Super Bowl	A great husband/wife
College	Go to Mother's Day	A loving Father/Mother
Good Health	Take family to cattle	An encourager
Good Family	Learn to fly	A servant leader
Goodly Mountain	Write a book	Speaker
\$10,000 a month budget	Act in a play	Pilot
Goodly in Arizona	Create family wealth	Loyal friend
80 acre horse farm	Go on a 10 day trip west	Mayor
John Martin OS S	Play with Jimmy Buffet	Community Leader
\$1 million income	Start a foundation	Author
5 day week	Work on a mission	Scratch Golfer
1 week of vacation each period	Own the Great Barrier Reef	Philanthropist
Marriage	Go with family to the Grand Canyon	#1 in the company/system
Good	Play Nintendo, join Nintendo	Trustworthy
Mom and Dad's request	Go on a million trip	Mayor of my town
Financial security	Run a business	Passionate
	Run with the bulls	More confident

*Read slide of sample Be's*

*Here's the list of sample Be's:*

- I want to be a servant leader
- A Godly man/woman
- A great husband/wife
- A loving Father/Mother
- An encourager
- A business leader
- Author
- Speaker
- Pilot
- Loyal friend
- Mentor
- Community Leader
- Wealthy
- Scratch Golfer
- Philanthropist
- Multi Millionaire
- #1 in the company/system
- Trustworthy
- Mayor of my town
- Passionate
- More confident

Take a few moments and finish up that last thought.

Okay, turn to the person next to you and share what is on your list. Make sure that both of you get a chance to share.



## TRAINER'S NOTES

*Give them a few minutes so that both can share their lists. Wait until the energy has started to die down a little.*

Ok, bring that to a close. Who would like to share their “BE” list?

That’s great, thank you.

## PERSONAL JOURNEY



*Show lakeshore slide*

Now we are going to change the pace up a little and make it a bit more reflective and thoughtful. This exercise is a second way to develop elements for your vision. It sets you up to look backwards on your life from a time when your journey is nearly over. By doing this, we will try to get some further insights into what you want to create in your life.

Let me ask; at what times and places can we be most reflective - where do we tend to have our best insights? (Get sharing – in the car, in the shower etc...) What is common across most of those examples? (Quiet, no interruptions)

Given that we can’t bring showers, cars, or beds into the room, we are going to do the next best thing.

Have you ever seen a college basketball player near the end of an important and close game get ready to take a free throw, what do they often do? *Take responses – get to “take a deep breath.”*

Why do you think they take a deep breath? *Get sharing – get to the answer “it relaxes them.”*

We are going to use a technique now that was originally developed by a medical Doctor from Harvard that has been found clinically to lower heart rates and stress levels.

First take a deep breath and let it out slowly. (Demonstrate) Can you feel the tension begin to leave your body? When you are ready, take another deep breath and slowly exhale. Feel yourself slow down and relax.

## TRAINER'S NOTES

Continue to breathe deeply, and I want you to focus on your breathing.

I'm going to ask you to close your eyes, or if you are not comfortable with that, please just look down at the floor.

*Play quiet reflective music – such as Enya's Watermark*

As you continue to breathe, I want you to visualize the number 10. With each breath, I would like you to count backwards one number, counting down from the number 10. Continue counting backwards, until you reach the number 1. When you reach that number, repeat it until you hear the sound of my voice.

*Count backwards silently until you have reached the number 3 or so, and then continue with the script below.*

Wherever you are in your counting, please stop and listen to the sound of my voice.

### **VISUALIZATION - *Read Slowly***

We are going on a short journey together. See yourself in a comfortable chair on the front porch of a cottage on the shore of a beautiful lake. It is a warm summer evening, with the red sky reflecting on the water. In the distance you can hear birds singing and the laughter of children. You notice that there is a gentle breeze coming off the lake.

You are in the twilight of your life – you are 90 years old. In a reflective mood, you decide to look back over your life's journey. *Read each question first silently, and then out-loud so that your pace is slowed.*

**Career** - Fade out on the porch and bring to mind your career.

- Bring to mind the different jobs you held over your long career. Were you remarkable in the execution of those roles? (Pause) Or did your efforts allow you to “just get by?” (Pause)
- Do you look back on your career satisfied? (Pause) Or do you have a pang of regret for opportunities under-delivered?
- Did you do what you really wanted to do in your career? (Pause) Or did you go with the flow, never tapping into your passions?
- Were you excited to get up each morning? (Pause) Or did you hit the snooze button, wishing that the day was not starting?
- Were you excited about doing the job that you chose to do? (Pause) Or did you go through the motions, passively moving through the day?
- Bring to mind the people that you worked with. (Pause) How did you impact their lives?

**TRAINER'S NOTES**

- How did you help them? (Pause) How did they help you?
- Did you achieve everything that you thought you could? (Pause) Or did you leave the best undelivered?
- Did you create the results that you were capable of creating? (Pause) Or did just good enough define your work?
- Did you give your best? (Pause) Or did you number yourself with the mediocre?

**Spouse/Partner** - Fade out on that scene, and fade in on your spouse or partner.

- What was that relationship like?
- Was your relationship close? (Pause) Was it intimate? (Pause) Was it loving?
- Was it everything that you hoped it would be? (Pause) Or was it less than it could have been?
- Did you invest emotionally in your spouse/partner, did you build them up – or were you too busy criticizing?
- Did you bring them to splendor, were you a jewel in their crown? (Pause) Or did you seek your own fulfillment and desires?
- Did you give your best? (Pause) Or did you go through the motions?
- Did you give your best to your mate?

**Family** - Fade on that scene, and bring to mind your family.

- As you look back how were you as a son, a daughter, a brother, a sister?
- Often times families hurt one another, if that happened to you did you forgive?
- Bring to mind your children (or nieces and nephews), see their faces, what were those relationships like?
- Were you there for them as they were growing up?
- Did you know their dreams, their fears?
- Did you know their hearts?
- Did you treat them as gifts or as inconveniences?
- Did you make time for them – or were you too busy with work and recreation?
- Did you build their confidence and esteem – or did you constantly criticize?
- Did you laugh and play – or were you always serious?
- What did you sow into your kids?
- What was your influence?

**Spiritual** - Fade on your children, and think about where you are at spiritually

- Do you believe in a creator, did you live in alignment with your beliefs?
- As you look back did you bring your spiritual beliefs into all areas, in difficult times and in good times – or was that just something for Sunday morning?

## TRAINER'S NOTES

- Did you tap into that supernatural power – or did you rely on your own power?
- As you sit in that rocking chair realizing that you're nearing the end of your life, what does eternity hold for you?

**Legacy** – One last time let that scene fade and think about your legacy

- What impact did you have in the world?
- In your community?
- Among your friends and family?
- Is the world a better place for you having been in it?
- What difference did you make?

What was the theme of your lifetime?

Did you live your passion? Did you live your vision? Did you live life your own way?

The great news is that you are not 90. You still have time to create the life that you really want. You can do anything you want, you can be anything that you want to be.

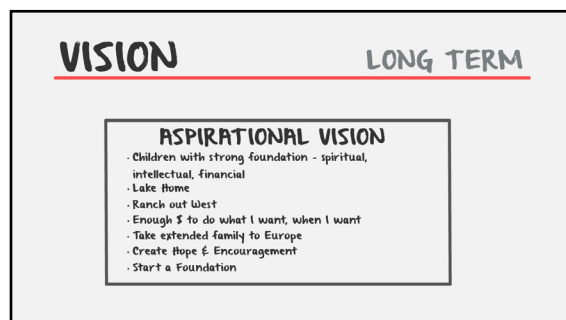
Bring your attention back to the room at your own pace. *Give them a few moments.*

Take a few minutes and record any insights in the space provided in the workbook for personal journey. *Give them a few minutes to do this – play some quiet music.*

## CRAFTING YOUR VISION

### ASPIRATIONAL VISION

Based upon the work we have done so far, it's time to develop your long term Aspirational Vision. This vision may be 5, 10, 20, or more years into the future. What is important is that it represents a life well lived to you. It may include aspects of both your business and personal life – what is important is that it is meaningful and emotionally compelling to you.



*Show the Aspirational Vision slide and read*

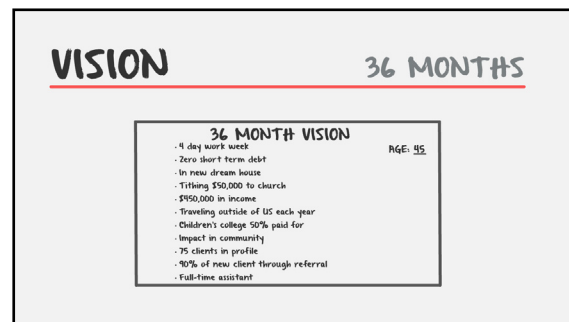
## TRAINER'S NOTES

On page \_\_\_\_ of your workbook is a place to capture your Aspirational Vision. Take five minutes and complete that vision now.

*As with all exercises, monitor the energy level of the group and be sure not to cut them off too soon.*

### 36 MONTH VISION

Now we are going to set a stake in the ground for your personal and business vision three years, (36 months), out. On page (\_\_\_\_) of your workbook is a place to develop your vision three years from today. To begin, write your age three years from today in the space provided. Why would we ask you to do that? (Because time is passing).



*Show the 36  
Month Vision Slide  
and read aloud*

So, based upon some of the work you did in the earlier exercises, your Aspirational vision, and prompted by the areas to consider work on your own and define your vision three years from today. What does greatness look like for you?

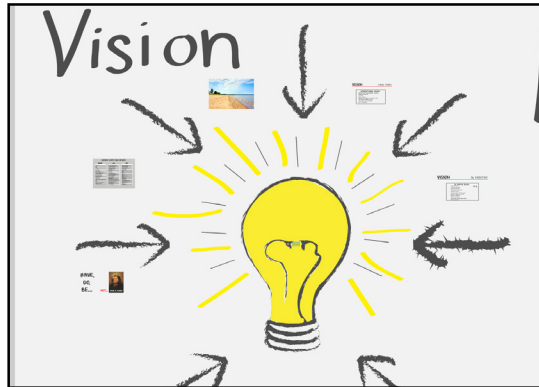
*Wait until most have stopped writing*

Let me have your attention back at the front of the room. Thank you. Please turn to the person next to you and share what's in your vision three years from today. If there are some things that are private and too personal to share then don't share those, just the stuff you are comfortable sharing.

*Wait 3-4 minutes*

Finish that up please. As you review your vision, are there elements that excite you? Are there goals that represent greatness for you? If so, you probably have a vision that will work for you.

## TRAINER'S NOTES

*Advance slide***CLOSE**

At this point you should have personal and business visions – both of them compelling, inspiring and powerfully aligned.

The truth is an hour or so is not enough time to create your vision. In fact, vision is one of those things that you want to keep coming back to. Don't put this on the shelf. Instead stay connected with it. Continue to dream about your future. Challenge yourself to a future that is bigger than the present: A future that is truly worth living.