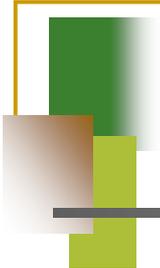

Vision, Leadership, Strategy

..... along the path to building your business

Donna Price

Compass Rose Consulting, LLC

www.compassroseconsulting.com



Vision, Leadership, Strategy –

...along the path to building your business success

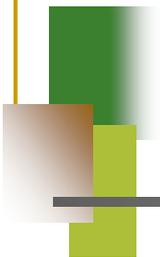
A clear and compelling vision that inspires, drawing you into the future... like a magnet

Why do we need a vision for our organization?

Many business owners feel that their organization is too small to need a clear and compelling vision. But vision is what draws you to the future. It lays down the framework for moving forward. Leaders and business owners are the ones responsible for creating a powerful and compelling vision of the future. Maybe you haven't thought about what your vision for your company is or maybe you have lost sight of your original dream. What was that dream? Why did you start a company of your own or buy a company? This isn't the financial goals but what the company or business looks like, down the road.

If you are a sole proprietor or small business owner, do you see your company growing? Could there be a team someday? Does the vision involve expansion or a new building, new products, new services? Did you dream of creating the best ____ in the area, in the region, in the state or country? What did that look like.

Visions should be written down and be compelling. Don't write down the numbers or finances, but write down what it looks like, sounds like, feels like... What



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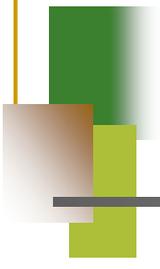
*Vision
keeps you
focused and
headed in
the right
direction....*

do you see in the future? When you write a vision statement it should be written in the present tense, as if it is happening now. You are living it now. It should be detailed and inspiring.

To get to inspiration, it has to tap into your senses and thus your emotions – so what does it sound like, feel like, look like, smell like, taste like. Put as much detail as possible in the vision. Spend time writing your vision. Make it clear, compelling and inspiring. It becomes a magnet, that draws you into the future. Successful businesses have a vision, the owner knows where he or she is going and the staff are there with them. The vision pulls them into the future because everyone is invested in it and is excited about it.

Vision helps to keep you focused on the things you need to focus on.

Explore your company vision as a member of the Compass Rose Consulting. Take time to create a compelling vision that inspires and gives you the road map for moving on to strategy. The Compass Rose Consulting helps you focus your business and move it in the right direction.



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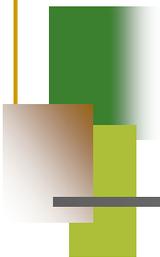
*At the core
of each
business is
the inner
purpose....
the deep
essence...
the heart*

Isn't the core purpose what we are doing everyday?

Well maybe and maybe not. In addition to your vision, there is also a core purpose that keeps you going, that is at the center of your business. What is at the core of your business? What is the core purpose? Why do you do what you do? Often the core purpose is deeper than just what you do. Perhaps it is to be the friendliest or the cleanest, or the best away from home experience. Often there is a story behind the core purpose that is what started the business or why you got into the business.

Exploring your core purpose gives you information about how to craft your business. If your purpose is to give each person that comes to business a unique experience, that begins to help you in determining how you design the business. Maybe you are a restaurant, a unique experience would affect the atmosphere, the menu, the dress code, perhaps even how people are greeted.

This became evident with a camp I worked at. As we explored this question we realized that at the core was work with a specific client, and a large part of our business was with other clients. Our core purpose was interfered with because we were distracted with other business.



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*Leaders see
the future
and vision
it....*

*Then, they
communicate
it to
everyone....*

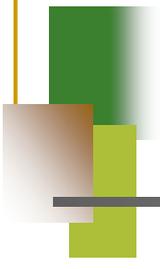
Being unclear of your core purpose can result in being off course. You can be distracted and involve yourself and your business in operations that are not in alignment with your core.

Are you clear what your business' core purpose is?
What is at the heart of your business.

Is it all up to the leaders?

Leaders guide the business. They see the future and vision it. The manager is responsible for the day to day operations. But the leader creates the future. In your organization you might be in both of these roles, but be clear that they are different.

Leaders create the vision, what will the company look like down the road. The vision is detailed with all elements included: how, what why, when, where, and who. The vision is shared with the community – the staff, the customers, the vendors, whomever is appropriate for your organization. Communicating the vision brings people with you. The leaders communicate the vision in positive and compelling language that includes the community. Staff are interested in seeing how they fit into the vision.



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*Vision of the
leaders and
vision of the
staff lead to
great
success....*

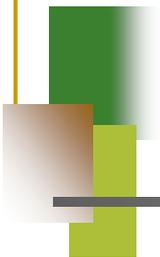
This is important because they want their own personal vision to fit into the company's vision. That's what keeps them coming to work, motivated for the work. As the leader, you are also interested in knowing what the vision of your staff is. You may be able to help them achieve their personal vision within your organization.

Spend time with your staffs talking about your vision for the company and finding out about their vision of the future. Perhaps they see themselves most successful in a different position. Maybe their goals are to one day own their own business. What great opportunities for you as the leader, a chance to mentor with someone very motivated.

The leaders move the vision forward to fulfill your purpose.

Do values impact our vision or purpose?

Values are critical, they are the foundation on which you make decisions. They guide you. It is vital that you have thought about the values of your company



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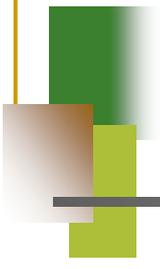
Values are the foundation for making decisions and guide you in the direction that is alignment with you and your company.

and organization. Write them down and tell your staff. Again, communication is important. If you value customer service, staff need to know this. They need to understand what it looks like and what it means. Or perhaps you have a value of integrity, again, you want to communicate it and teach it. What does integrity mean? What does it mean in your organization and how is it implemented.

How does this help you in building your business? Operating a business that is on a solid foundation is ready for development and growth. As you build your business and grow, you already know what your foundation is and it guides the decisions you are making. Your vision and purpose also are components of your foundation.

How do I incorporate strategy?

Once you have created a strong foundation you can create effective strategy. Strategy should be clear and focused on the top priorities for the organization. Begin by looking at all of the different areas in your organization or all of the different hats that you are wearing. What are the different areas of focus?



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Clear and measurable goals for each area of focus moves your organization forward....

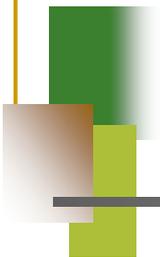
What are the different areas of focus?

- Operations
- Administration
- Finance
- Customer Service
- Program Operations
- Product Development
- Research and Development
- Marketing
- Public Relations
- Service Delivery

Your company probably doesn't include all of these or maybe some and perhaps different ones. What are the important strategies for each area of your company that you need to have happen in the next year to create the vision you have set? What are the goals for each area to create success?

Write your goals for each area of focus and make sure that they are clear and measurable.

Measurable means that you can count it. It either happened or it didn't or you can count the level at which it occurred. You might have a long list of goals. Pick the most important ones! Prioritize and the focus on those goals.



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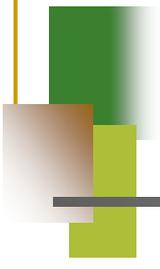
Building in a system of accountability keeps you focused and on track for achieving your goals and vision

How do I make it happen? I have a plan, and goals but I just don't seem to make them happen...

The biggest problem that business owners have is making the plan happen. Many owners have great strategy, and maybe even great vision. We see them fall short on implementation and communication. Two keys to success. Build in accountability. We are all great at making the list but we aren't as good at making it happen. Create a plan for accountability.

As a coach, I recommend coaching, BUT it's not solely because I'm a coach. I believe in coaching because it has worked for me and I see it working with my clients. Why does coaching work? It works because it helps to hold us accountable. Once you have created a clear and compelling vision, clear and measurable strategy, develop a system of accountability. There are several ways to do this:

- Hire a coach
- Create a mastermind group – a group of entrepreneurs that meets monthly or



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Building in a system of accountability keeps you focused and on track for achieving your goals and vision

bi-weekly to report on their goals and hold each other accountable.

- Set up charts to track your goals
- Meet as a leadership team or management team and create a performance culture that tracks and measures success.

Building in accountability is a key to success. There exists a gap in performance between strategy and implementation. Building in regular accountability meetings, at least monthly, fosters both performance and communication. Results improve and success increases.

**Vision, Leadership, Strategy –
each critical to building your
SUCCESS.**

As business owners we are each committed to building and developing our businesses. Through intentional work and focus on the foundation great success can be had. Focus on these critical foundational steps on the path to building great success.

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*Join a group
of motivated
and committed
business
owners and
build your
business....*

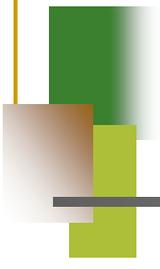
Donna Price is a Business Success Coach, Speaker and Facilitator. Her company, Compass Rose Consulting specializes in working with business leaders and their teams and with small businesses. Leadership coaching includes working to create powerful strategic plans, build effective and high performing teams and create a work place culture that is healthy. Small business coaching includes strategic planning, business development, marketing strategies and operational effectiveness.

Donna Price gets business owners and leaders moving their companies in the directions they want. Participants not only produce transformational shift in their business thinking and real performance results; but they also create great businesses for themselves and their employees. Donna is instrumental in helping business owners get out of their own way, create powerful strategies and implement their accelerated success.

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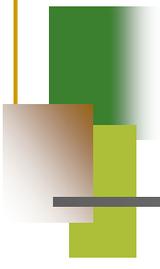
Donna Price pulls together her years of work with people in a variety of settings to be an excellent facilitator and trainer in the area of people dynamics, leadership and team development. Donna has 18+ years mid and upper level management experience; supervising multiple teams and managers; growing programs from 750,000 to 2+ million in program operations. Her experience includes developing residential options for people with disabilities and as the director of an experiential outdoor education center and summer camp for underserved urban youth. She has been successful in program development, policy and procedure development, staff training, risk management assessment and planning; program certification and accreditation. She has worked to guide programs to be sustainable work places that are life nurturing and enriching. She has extensive experience facilitating team building programs for both youth and adults using adventure based activities such as high and low ropes courses.

As a Best Year Yet™ Partner, Compass Rose Consulting provides a simple and highly effective strategic planning solution for individuals, small businesses and teams. It is also effective as a performance improvement appraisal tool.

Professional Credentials

- Master's of Science: Outdoor Recreation Administration (Aurora University)
- Master's of Science in Education: SUC at Buffalo
- Graduate: Comprehensive Coaching U: Coach Training Program; Advanced Coaching Program and Executive Coaching Pro
- Certified Best Year Yet Executive Coach and Strategic Facilitator
- Certified Career Coach with Executive Career Hub
- Certified Facilitator: Open Space Technology; Cross Cultural Conflict Resolution; Whole Person Process Facilitation; Conscious Open Space Organizations
- Facilitator: Outdoor Adventure Activities including high and low ropes courses. Training through Project Adventure, and High Five

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Professional Associations

Member: Sussex County Chamber of Commerce

Member: New Jersey Association of Women Business Owners

Member: Hanover Area Chamber of Commerce

Print Publications:

Bizology.Biz: An Entrepreneur's Semester Course in Business Development and Success. Bizology.Biz is a comprehensive self-study program for building business success based on four pillars of business; 1) vision and strategy; 2) marketing; 3) operational systems; and 4) service and product development.

Launching Your Dream Book and Multi-Media Kit: Tells Donna's story of moving an idea into reality and success.

101 Great Ways to Improve Your Life with Mark Victor Hansen, Byron Katie, Les Brown and Ken Blanchard

Business Builders Intensive: 8 Session Book and CD set.

Coaching Staff for Success: Moving staff from a top down management into a coaching culture.

Big Bold Business Advice: (Contributor; Scheduled for release Spring 2012)

Drake Business Review: Article: Vision, Strategy, Implementation

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