Vision, Values and Purpose (ViVaPu)

The purpose of this worksheet is to help you begin to crystallise your thinking in the development of your business plan.

1. Where do you want the business to be in five years' time?

2. Where do you need to be in one years' time?

3. Where do you need to be in six months' time?

4. Business Vision – what does success look, smell, feel, taste or sound like? What are you seeking to attain or achieve? How will you know you have got there?

5. What's your BHAG? (Big Hairy Audacious Goal) – clear and compelling, is it a goal, does it provide excitement, is it stretching, does it fit with the beliefs and ideologies?

6. Values – what's important to your business and how you conduct it? – the 'code of conduct' that you will not turn your back on to deliver the vision.

7. Purpose – why does the business exist? To deliver…, to build…, to maintain…, to help…

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