

The Secret for Success To A Coaching Business

“How can I make my business successful?”

That's a question every entrepreneur has asked themselves. Some people might share specific strategies; others might pinpoint the necessary skills required by business owners. But without a clear mission and vision, your business will stagnate. Your mission and vision are the secret sauce that leads your business to success. What's more — it empowers you to thrive forward despite your failures or setbacks.

In this episode, Annemarie shares insights on how you can construct your mission and vision in a way that empowers you — as well as your business and clients. This activity helps you create a mission and vision that's clear, realistic, and empowering.

QUOTE TO REMEMBER:

“... when you capture that and create a vision and a mission that is so powerful, it not only drives and powers you forward, it sparks an excitement in you. And that often sets off intrigue and possibility with those around you too.”

Activity: Defining Your Mission and Vision

List four of your core values in life. Briefly describe their significance to you and how you can live them out, whether personally or professionally.

1. _____

2. _____

3. _____

4. _____

Envision a business you'd like to build. What would be the vision and mission? Write them down. How are they aligned to your core values?

Vision	Mission
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What you've written above may serve as the backbone of your refined mission and vision. You might add little tweaks to it or change it completely — or it might even remain the same.

That being said, let's refine your vision first:

- What's your desired future for your business?

- What impact do you want to make on the world?

- Are your dreams and desired impact quantifiable? If yes, how would you quantify them?

- Have you decided on a new vision? If so, write it down in the space below:

Now let's move on to your mission:

- How can you achieve your vision?

- What are your main objectives and goals?

- Name the three most pressing needs of your ideal clients.

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- What skills, knowledge, and strengths can you leverage to help your clients?

- Describe a few concrete steps that you can take to fulfil your vision, such as projects or products that you can create.

- _____

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- How do you measure the success of your mission?

- Write down your new mission in the space below:

There's no one way to set up the right business. What are some unconventional practices you have incorporated in your business?

1. _____

2. _____

3. _____

4. _____

5. _____

What about your business sets you apart from the others? Why do you think creating your own approach is crucial to your success?

What You Will Learn From The Activity

A clear mission and vision might not be your first answer when asked about the secret ingredient to your business. But this is the most powerful tool to set your business on the right path and ensure fulfillment in all aspects. And when your mission and vision align with core values, your business can turn into an unstoppable force.

First, you'll be working on your vision. Quite simply, your vision considers two factors: the future you desire for your business and the impact you want to make on the world. In return, this leaves your legacy behind for others to be inspired.

After determining your vision, it would be easier to discover your mission. Here, you'll be laying out your objectives, goals, and concrete steps that you need to take. These are prerequisites to the success of your vision. Directly, you can settle the pain points of your ideal clients head-on. How you'll serve your clients should also factor into your goals and action plan.

There is no right or wrong way to establish your business. Yes, expert opinions and resources are good guides, but it is your business. Other people don't know it as well as you do. Recognizing your signature approach in your entrepreneurial venture is a way to uphold integrity in your business and yourself as an entrepreneur.

Your mission and vision might change, but it should put a spring in your step — and push you in the right direction. When you realize the mission and vision that sends goosebumps throughout your body, put all your focus and energy into it.