



WEEK 1 — The VSI Model: Vision, Strategy, Implementation

What Are You Chasing?

HopeBuilds: Dynamic Business Development Program

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Your Dream

- **What do you need to make your dream(s) come true?**
- Dreams have power — they can inspire you, they can empower you. But will they reward you?
- Is my dream really my dream?
- Am I depending on factors in my control to achieve my dream?
- Do I have a strategy to achieve my dream?
- Have I included the people I need to realize my dream?
- Am I willing to pay the price for my dream?
- Does my dream benefit others?

Are You Chasing Purpose or Money?

What drives you?

What motivates you?

What problem do you want to solve?

Define Your WHY

- Have you joined this journey to build your business and generate revenue — or to build yourself and the people within your organization? (John Maxwell)
- *“When you find your why, you find a way.”*
- — Eric Thomas

What Is the Cost of a Dream?

- A tangible cost differs from an intangible cost — one that is not connected to a physical item, but rather to something structural or behavioral.
- Every dream has a price. Before you chase it, know what you're willing to invest — time, money, relationships, and effort.

The VSI Model

Liz Lockett

VISION

What do you SEE? Tells you the future / destination of the company.

STRATEGY

How do you get there? Tells you how to reach the vision / destination.

IMPLEMENTATION

Turning plans into action — the art of getting it done.



VISION

What Do You SEE?

Vision tells you the future — the destination of your company.

Identity: Who You Are

- *Identity: the fact of being who or what a person or thing is.*
- What do you want customers to say and think about your product and company?
- **Example — Apple Computer**
- Apple is known for pioneering state-of-the-art computer products. Most consumers recognize the Apple logo, but beyond the product itself, Apple is perceived as a pioneer — a company that set out to change the world with computers, and did.

Vision Statement vs. Mission Statement

Vision Statement

Details where the organization aspires to go — a short summary of what your business will look like in the future.

Example: “To provide innovative technological solutions to businesses throughout the nation and the world.”

Mission Statement

Defines the organization's business, its objectives, and how it will reach them — usually its main industry, target audience, key products/services, and what sets it apart.

Example: “At our company, we are committed to helping low-income families find the resources they need to get healthcare loans with no credit checks and low-interest payments.”

Determine Your Purpose & Position — O.A.S.

1

Objective

Why does our organization exist?

2

Advantage

How do we do things differently, better, or more efficiently?

3

Scope

What should — or shouldn't — we do to achieve our objective?

Vision & Mission in Practice: JetBlue & Tesla

JetBlue

Vision: “Continual emphasis on providing competitive rates for customers for all of our destinations.”

Mission: “To inspire humanity — both in the air and on the ground.”

Tesla

Vision: “Create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.”

Mission: “To accelerate the world's transition to sustainable energy.”

Vision & Mission in Practice: TED & LinkedIn

TED

Vision: “We believe passionately in the power of ideas to change attitudes, lives, and, ultimately, the world.”

Mission: “Spread ideas.”

Sometimes the simplest mission statements make the highest impact.

LinkedIn

Vision: “To create economic opportunity for every member of the global workforce.”

Mission: “To connect the world's professionals to make them more productive and successful.”

Quick Tips for Your Vision Statement

- Project five to 10 years into the future.
- Dream big and focus on success.
- Use the present tense.
- Use clear, concise, jargon-free language.
- Infuse it with passion and make it inspiring.
- Align it with your business values and goals.

Source: Business News Daily

Homework: Vision

- Research 3 businesses like yours
- What do you like about the business?
- Write down their vision statement

STRATEGY

How Do You Get There?

Strategy tells you how to reach your vision — your destination.

Define Strategy

- A careful plan or method — a clever stratagem.
- The art of devising or employing plans toward a goal.
- An adaptation, or complex of adaptations, that serves an important function in achieving success.

Source: Merriam-Webster

What Is Strategic Planning?

- Strategic planning helps businesses visualize their purpose and goals to maximize their success.
- It's the process by which business owners or leaders identify end goals and outline steps to meet them — while identifying potential challenges and how to overcome them.
- A strategic plan tells you and your employees the direction your company needs to move in to accomplish your objectives, and helps define who you are and what you want to become.



Strategic Plan vs. Business Plan

Strategic Plan

Guides the business to accomplish future goals.

Used at the start of the business, or at any stage during operations, to drive success.

Business Plan

Outlines funding needs, identifies stakeholders, and details business objectives and other factors needed to successfully operate the business.

Elements of a Strategic Plan

- **Vision Statement**
 - A short summary of what your business will look like in the future.
- **Mission Statement**
 - Defines your business's purpose, industry, and what makes you different.
- **Goals & Objectives**
 - Include both short- and long-term goals as they relate to your overall vision.

SWOT Analysis

- A SWOT analysis allows you to identify and list your business's Strengths, Weaknesses, Opportunities, and Threats.
- This is important because it lets you determine potential challenges to achieving your business goals — and what you need to do to overcome them.

SWOT Example: A Regional Clothing Retailer

Strengths

- Strong brand recognition & social following
- Excellent customer service
- Skilled sales team

Weaknesses

- Clothing quality
- Frequent shipping errors
- Limited marketing budget

Opportunities

- Expansion into children's clothing
- Expansion into men's clothing
- Open a location in another state

Threats

- National retailers nearby
- Target customers outgrowing styles
- Economic downturns reducing sales

Action Plan Example

- **Goal: To increase brand awareness by 10%**
- Action 1: Create social media accounts
- Action 2: Plan and host three promotional events
- Action 3: Obtain additional funds for advertising and marketing budgets

KPIs (Key Performance Indicators)

- KPIs are measurable components that allow businesses to track the progress of particular initiatives in relation to business goals.
- What KPIs make sense for your business? (Sales growth, customer retention, profit margin, website traffic, customer satisfaction score...)

Homework: Strategy

- Research 3 businesses like yours
- What do you like about the business?
- Write down their strategic plan

IMPLEMENTATION

Turning Plans Into Action

Strategy implementation is the process of turning plans into action to reach a desired outcome. It's the art of getting stuff done.

Define Implementation

- *An act or instance of implementing something: the process of making something active or effective.*
- **Synonyms:**
- accomplishment, achievement, execution, fulfillment, performance
- The success of every organization rests on its capacity to implement decisions and execute key processes efficiently, effectively, and consistently.

Define Clear Goals and Strategies

- The most important component of successful implementation is defining clear goals and the process to reach them.
- Communicate to the team what success looks like visually — what it will look like when goals are reached.
- Ensure goals and strategy align with the company's values and vision, and adjust anything that doesn't.
- Instill confidence.

Determine Roles & Leadership

- **Accountability & Responsibility**
- Build a roadmap for achieving your goals, set expectations among your team, and clearly communicate your implementation plan.
- Document the resources available — employees, teams, departments — and outline what each is responsible for achieving.
- Establish who the decision-makers are, who's accountable for what, and what to do when an unforeseen issue arises.

Delegate the Work, Then Execute

- **Delegate**
- Refer to your timeline and goal list, and delegate tasks to the right team members. Explain the big picture so everyone understands the vision, set deadlines, and avoid micromanaging.
- **Execute**
- Put the plan into action. Make yourself available to answer questions and address roadblocks. Use daily, weekly, and monthly check-ins to track progress and keep teams aligned.

Example: Implementation vs. Strategy (HR Case)

- Roles involved: HR Director, HR Manager, Recruitment Team, Onboarding Team
- Outsourced roles: HR Consultant, Benefits Specialist, HR Software Specialist
- **Budget: \$20,000**
- Tasks: hold a strategy meeting, analyze current hiring/onboarding vs. top 3 competitors, review findings, review employee feedback mechanisms, and hire outside consultants — each with its own deadline.

Implement Your Business Idea in 4 Simple Steps

1

Conduct Market Research

Even a technically perfect idea needs a real need in the market. Talk to your network, sample your target market, and study existing competitors.

2

Calculate the Time Factor

Some ideas have a limited shelf life. Calculate how long it will take to launch, flourish, and refresh with new ideas.

3

Calculate the Cost Factor

Arrange financing, calculate loan interest, and build a technical and financial plan so you don't run out of funds.

4

Determine Your Skills

Assess your technical and selling skills — your offering needs something more than the competition.

Separate Business From Personal

1

**Business Name
& Entity**

2

**Tax ID &
DUNS/UEI**

3

**Business
Account**

4

**Business &
Strategic Plan**

5

Business Credit

6

**Education &
Network**

Homework: Implementation

- Research 3 businesses like yours
- What do you like about the business?
- Write down their strategic plan

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