

Dynamic Business Blueprint

Name of Business: _____

What? (Assume Great Success!)

Guidelines:

- Write, in bullet points, some of the things you and your business would like to have achieved in as far a future as you can see.
- Make sure that you phrase each statement in past tense, as if you have already achieved it.
- Keep your statements “raw”; don’t try to “polish” what you write. The thoughts are more important than the grammar, eloquence etc. This also applies to all the other sections in this worksheet.
- Together, these statements form your Vision.

Why?

Guidelines:

- Write, in bullet points, some of the *reasons* why you think it’s important for you – personally – to have achieved the above things in the Vision statement.
- Make sure that these reasons – Why’s – are subjective, they are your personal reasons, no one else has to “approve” them physically or psychologically.
- Include both “moving toward” – positive statements of things you want - and “moving away” – statement of things you want to avoid - statements.
- Together, these statements form your Purpose.



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How? (Brainstorm)

Guidelines:

- Write, in bullet points, *and at random*, some of the things you will do, either individually or through others, to accomplish the Vision for the Reasons you stated above.
- *Very important*: do not mentally edit your thoughts. Include all ideas that come to mind, however off-the-wall, wild, irrelevant, or insignificant they seem at the time.
- Keep writing until you run out of all your ideas.
- Sometimes some form of order emerges from this step and naturally allows you to transition to the next step. If the order does not emerge, don't try to force it.

How? (Plan of Action)

Guidelines:

- Write, in bullet points, a step-by-step action plan with the things you will do to accomplish the Vision for the Reasons you stated above.
- You may order your actions in a timed sequence, by the order of importance or any other order that feels natural to you. Feel free to experiment with many ways of ordering the items to find out what feels natural to you.

Accept the fact that this is a dynamic document; it always will be! Come back to it as often as you need to. Feel free to edit, enhance and add details as often as you like.



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