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Valued Clients and Potential Clients: This month my focus is on leadership - specifically the value and importance of your **personal vision** as a driver and motivator. (We'll discuss creating a vision for your business in a future newsletter)

Based on my experience, Owners, CEOs and Managers of consulting firms need to think about what they want their life to look like in the future - ten years is a good time horizon. Why? Because the odds for success for businesses are greatly improved when the leaders have the clearest, most specific personal visions.

Do you ever wonder why a few firms always seem to be considered the best at what they do?Why are these firms successful year after year?

I believe it's because the leaders of these firms are clear about what they want from life -- both personally and professionally.

These leaders are determined to live their visions. Their personal vision is a constant reminder of why they have to work so hard and make so many personal sacrifices. Their personal vision is a motivator, an internal fire. And, it is a source of inner strength to help them handle the most difficult business challenges.

A personal vision is not mystical. It's not drug induced. And you don't have to go to a mountain top in India to create one! Each of us has some sort of vision of how we see our future personal and professional lives. But for most people, the vision is hazy, out of focus, and probably in black and white.

Good leaders see their personal visions in detail, in living color, and without fuzzy spots. Their visions are built on passion and pursued with an enthusiasm that is contagious.

I hope the following ideas will help you fine tune your personal vision. Please contact me if you have questions or need more information. Doug Hall (512-306-8444)

Ingredients for Your Personal Vision

Your personal vision drives your future business plans and strategies. If you don't know what you want and need from your business, how can you establish meaningful goals or communicate your expectations to your employees?

Here are some ingredients for your personal vision. Perhaps these ideas will help you more clearly define what you want your life to look like in ten years.

First - Look to your past. We build our personal vision on a foundation of our own past experiences, education, skills, relationships, and expectations. Ask yourself, what are the things I have enjoyed the most?

Second - Look within yourself. What are you passionate about? What motivates and inspires you? What do you value most?

Third - Look ahead. What are your future wants and needs? Do you want to be doing the same things you are doing now in ten years? What is your definition of financial security? What is your exit strategy from your business? Will the return on your investment be sufficient to enable you to live your personal vision? What do you want to accomplish? What do you want people to say about you when you are gone?

For most of us, our business is the best tool we have for achieving our personal vision. If this is your situation, just make sure that you are pushing the right buttons to get where you want to be!

An Example

A personal vision for a middle-aged professional might look something like this in 10 years:

- I will be healthy (specifics)
- I will be financially secure (specifics)
- I will be a recognized expert in xxxxxx.
- I will continue working as a consultant from a home office.
- I will have a vacation home in xxxxx.
- I will be on the Board of Directors for a local non-profit.
- My leisure time will be spent reading, fly fishing and playing cards.
- I will have a collection of xxxxx.

-----Here's the challenge - Will your business enable you to achieve your personal vision?

Call me if you have questions or need a boost getting started. Good Luck.

My Motto - "Less wear and tear and still get there!"

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