THREE YEAR Vision Prompts

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Spend some time with this — write the vision out in detail, should be somewhere between 2-4 pages of vision clarity. This will viscerally detail what you seek to create.

**What will your company look like and feel like 3 years from now?**

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*Note: we’re not focusing on HOW any of this will actually get built or created in this vision exercise. This is not the plan, just the vision and desire.*

Remember that you are envisioning all these aspects of your company from the perspective of where you want to be in 3 years, **not where you are now** {has your company doubled, tripled, 10X’ed by then? Make sure you get clear on that before getting specific with all other needs.}

**THE DATE IS TODAY, BUT 3 YEARS IN THE FUTURE — AS YOU WALK INTO YOUR COMPANY (WHETHER THAT’S PHYSICALLY OR VIRTUALLY) THINK ABOUT SOME OF THESE QUESTIONS TO GET YOUR VISION FLOWING:**

- What do you hear and see when you walk into your place of work?
- Where in the world are you?
- What does your physical setting look like? What does your visual brand look like?
- From your website to the interior design in your company office or home office?
Describe your dream team and how they support the company vision and you.

Where do you lead team retreats?

How is the company running day to day?

And what does it include as it relates to tasks, strategies, meetings & activities?

How do you show up as a leader?

How involved are you? What does your involvement look like?

Who are your customers?

What are they saying about you?

How do you communicate and connect with them? How are they treated?

How are they impacted by your company?

What programs, products, services do you offer?

What does the public think about you? What's your reputation in the field?
What does the media say about you?

How big is the company (revenue + reach)?

What relationships + partnerships has your company created?

Who are the people you're surrounded by?

What do they look like, talk about, care about?

What kind of comments are your employees making at the “water cooler”?

How do people find out about your company?

What does your company’s financial picture look like now?

How big are you/how big is your company? And how much bigger are you going to get?

What are your company values?

How are your core values being lived by every person in your organization?

What's your BIG why as a team?
What is your company culture like? How do you know?

You don’t have to answer these next questions now because you won’t have the answers to these questions until you have progressed further in the program.

Once you have completed the modules below, come back and update your vision considering the answers to the following questions.

**Module 2: 4D Mix**

What is your 4D mix as it relates to tasks, strategies, meetings & activities?

How do you show up as a leader?

**Module 3: QBR**

What is your company QBR?

How do you show up as a leader?

These questions are definitely not an exhaustive list, but just some ideas to get your writing flowing. Please feel free to add questions or sections that feel relevant to YOU + your company!

**Cover every area of your business: culture, staff, marketing, public relations, sales, IT, operations, finance, production, communication, customer service, engineering, values, employee engagement, work/life balance, etc. Cover interactions you’ll be having with all other stakeholders, too if that feels relevant.**