



The Gift of a Vision

1 July 2023

Where there is no vision the people perish ~ Proverbs 29:18

As someone who does business coaching I am always on the lookout for the vision of the businesses I coach. If you are going to go anywhere with your business you need a vision. You need to know where you want to end up. Your vision gives you direction for your business and also guides your actions. But it is not just a business that needs a vision. You need a vision for your life. Why? Because like a business you will flounder around going nowhere significant unless you sit down and deliberately think about the life you want to live. How many people do you know who are really happy with the life they are living? How many people do you know who just go wherever the world takes them? They have no specific direction – they are just drifting along. You would never set out on a journey without a direction. Don't set out on your life journey without a vision. You want to steer your life in a particular direction. You want to chart a course for your life. You want to end up somewhere that makes you feel happy and fulfilled.

What are some of the benefits of a vision?

1. A vision gives you hope. I have deliberately put this first because I don't think anything is more important than having hope. If you have hope you have something to look forward to. To not have any hope is to be in a depressed state where you feel helpless and hopeless. A vision gives meaning and purpose to your life.
2. A strong vision statement inspires. Whether you are talking about a business or your life, you are going to have some really awful days, weeks, months, and perhaps even years. That is life. You may question why you are doing what you are doing? When you are down, when you wonder if you should pack this all in, read your vision statement. It will remind you of why you do what you do and where you want to go. It will help you get motivated to carry on. You need

a vision because on the bad days it reminds you of who you are and where you want to go. A vision give stability in the midst of chaos.

3. A strong vision statement helps you define your identity. A business or personal brand helps us know who we are and helps others know who we are. We do better when we have and know our identity. Our identity will help us attract the right people and right situations into our life.
4. A vision gives you a focus. You don't fall prey to any old fad or waste your time on things you don't like doing or don't want to do. You are strategic, you have direction, you know where you are going.
5. Linked to the above, a vision guides your goals. In order to achieve your vision you need to set and achieve goals. Most probably lots of them. People are happiest when they are working towards a meaningful goal. People who regularly set and achieve goals get better and better at it, and start being able to set huge goals that can change the world. People who set and achieve goals are more successful in life. In fact, that is the path to success.
6. Many people battle with making decisions. A vision helps you know what decision to make. When helping people make choices and decisions for their life, your vision, your goals, and your values are the most important criteria you want to consider. Your decisions should support the attainment of your vision.
7. No one has an infinite amount of time and resources. Your vision will help you prioritise your time and resources. Having a vision will help ensure you spend your time, money and other resources where you want to. You won't be looking back in regret later in life and wishing you hadn't wasted your resources.

A vision is not a nice to have. Or something that only certain people have. Having a vision can anchor you in life. In these turbulent times when no one can safely forecast major world events even a year in advance, a vision gives you stability, something to hold on to and pursue. A vision is a gift. So, claim your gift. If you have never set a vision for your life, or any part of your life such as your career or your family or your relationships, then take the time to set one for yourself. Then start taking a step each day towards realising your vision.

- **Samsung Vision:** *"Inspire the world with our innovative technologies, products and design that enrich people's lives and contribute to social prosperity by creating a new future."*

- **Apple Vision:** *"To make the best products on earth, and to leave the world better than we found it."*