

Fully franked

The soul of small business: Part Three

Define your vision

By Frank Frikker

MICHELANGELO saw David in a lump of rock. That was *vision*.

What we're talking here about is the bigger picture, the one that's maybe still far away. Without this vision humankind would not have achieved the things it has. We would not have gone to the moon, for example. (Whether that was a truly useful thing to do is debatable but the point remains.) Columbus wanted to find a westerly route to India and although he failed in this he 'discovered' the Americas; and it is by having this kind of vision that we enable ourselves to endure the hardships and pitfalls that come along the way.

For small business operators, which are the main economy drivers in towns the world over, a grand vision is just as critical because the idea of simply working a business with no end goal in mind can be incredibly tiring. We know that not every day is fun filled at the shopfront, but if we have our visions then those days are part of the way we get there.

However, in defining our visions, we must make sure that we don't look *only* at the end picture and forget to enjoy the steps in between, because otherwise we would live entirely in the future.

The steps in between, the milestones, should be rewarding too. You want to build that dream house on the hill? Sure, then you need to take joy in getting the slab laid, in ordering that certain type of building material, and so on. That way you will have little victories to celebrate along the way.

What happens then if you don't really *have* a vision, if your business is just a way to make ends meet? In that case I would invite you to dream.

Let's say you own a bakery and some magical money fairy said, "Don't worry about the dollars, they will be taken care of, but first I need you to tell me how you really want this bakery to be." In this instance, even your most inexperienced employees would suddenly have ideas about what they would do if *they* were in charge. So, you might like to open your dream box and maybe allow your staff to dream as well.

To be honest, I think we all have a vision, we just might not allow it to rise from the subconscious. We have just learned that there's no room for our dreams and that we should 'stick to reality'. However, in reality, your vision will create *focus*, will help you take note of ideas and techniques that will increase your business and ultimately, feed into your bottom line. It's like when you're expecting a child and all of sudden you see pregnant women everywhere. Vision makes you more alert and alert business people are more profitable.

In a micro-economy like Port super goals are vital because it's very easy to end up working every day in your business with that lump of marble taking up space in the corner and never ever getting to meet David. So, take out that chisel and carve out your dream.

Disclaimer:

All examples used in the 'Fully Franked' series are fictitious; any similarities to local businesses are totally accidental and unintentional. Frank Frikker combines experience exceeding 20 years in management and executive positions in multinational companies, with studies in psychology and communication. In addition he is a certified NLP (Neuro-Linguistic Programming) trainer and active in business coaching.