

Vision breakdown

You're more likely to succeed having a plan to achieve your vision. A vision can be broken down to the smallest actions, making it tangible.

Even though most agree that having a plan for accomplish something makes it easier to succeed, people start things without a plan due to that it "takes time" or "focus was elsewhere".

When it comes to starting up a business, there are usually many stakeholders, so it's important to align those to strive for the same goals.

Definitions are important so you talk the same language. An example list of definitions of terms used to break down a business plan follows to the right.

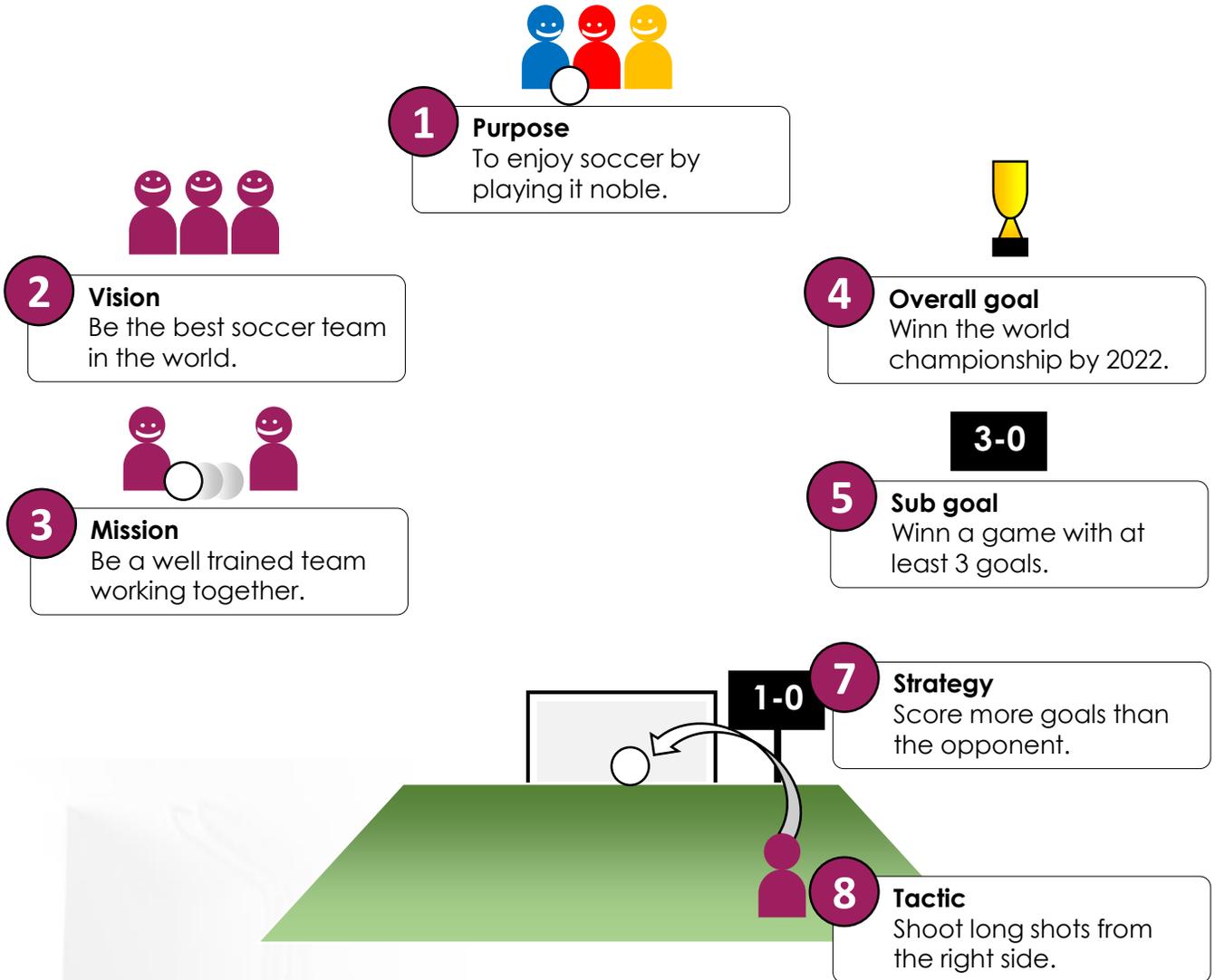
It's recommended to start with the high level questions and there after work your way down to tangible actions.

Definitions of business plan items

- 1 Purpose**
"Why do we do this?"
- 2 Vision**
"Where do we want to be?"
- 3 Mission**
"What's the reason our business exist?"
- 4 Overall goal**
"What are our goal at a certain time?"
- 5 Sub goals**
"What are our sub goal at a certain time?"
- 7 Strategy**
"How do we achieve our goals?"
- 8 Tactics**
"What actions can we take to achieve goals?"

Football example

To visualize the a breakdown of a corporate vision, one can use a soccer team as an example:



Vision breakdown matrix

There are usually many tactics needed to support the strategies to accomplish the goals. For the breakdown of goals and strategy/tactics a matrix is recommended. An example of a company's vision breakdown could look like this:

1

Purpose

To make people feel good when protecting their eyes from the sun.

2

Vision

Be the most desirable eyewear in the world.

3

Mission

Provide the most appreciated sunglasses that not only protect peoples eyes but also make them feel good wearing them.

4

5

7

8

Additional

Overall goal	Sub goal	Strategy	Tactic	Responsible	Deadline
Have the strongest brand within eyewear in the world.	Get 3 global design awards this year.	Work with the best designers.	Contact 40 top designers.	Adam	1 Mars
			Sign 4 top designers.	Christian	20 Aug.
		Create brand recognition.	Create marketing campaign.	Beatrice	31 June
			Apply for 7 design awards.	Beatrice	31 June
	Get 2 clinical evidence published this year.	Team with the best research facilities.	Initiate 6 studies.	Christian	20 Jan.
			Apply to top medical papers.	Erika	31 Dec.

Tips! Next new years speech today

It's not easy to formulate a vision breakdown (especially if you are a group), but remember having a plan for accomplish something makes it easier to succeed.

To get started one can write a new years speech for the next new year (note: not last year, but in the future), summarizing what one think will be accomplished:

"Last year we achieved 3 global design awards and got 2 clinical evidence published. This was done through hard work. We met over 40 top designer of which we signed 4. We had a great marketing campaign and applied to 7 design awards. We took the time to initiate 6 studies which we all applied for publication of in the best medical papers around the world."

Measure the outcome and adjust

The goals needs to be measurable in order to measure the outcome and refine the strategies and tactics. Having done the vision breakdown once, it's much easier the next time.

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