

C.A.\$H. Method

FOR BUSINESS ALCHEMY

CONNECTING TO THE CORE
OF YOUR BUSINESS

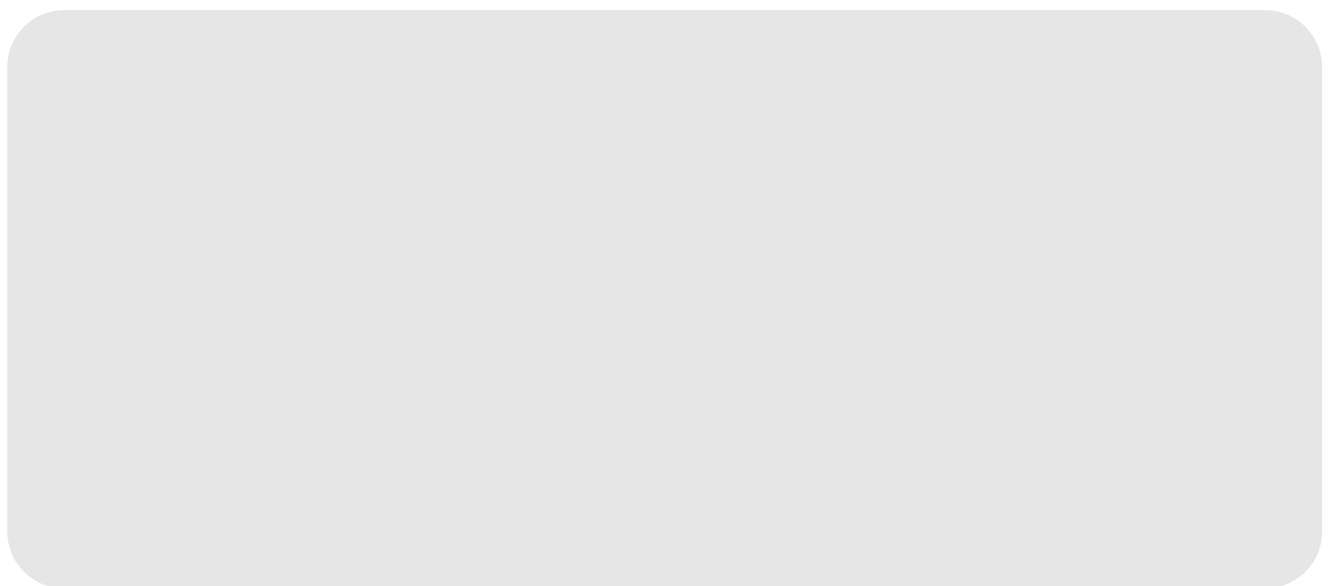
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Vision

Everything we create or accomplish is made possible by our core. This starts with your identity, core beliefs and values; and needs to be in alignment with the mission and values of the business or organization you lead.

Utilizing the vision meditation, what is your big vision for the future of your business?

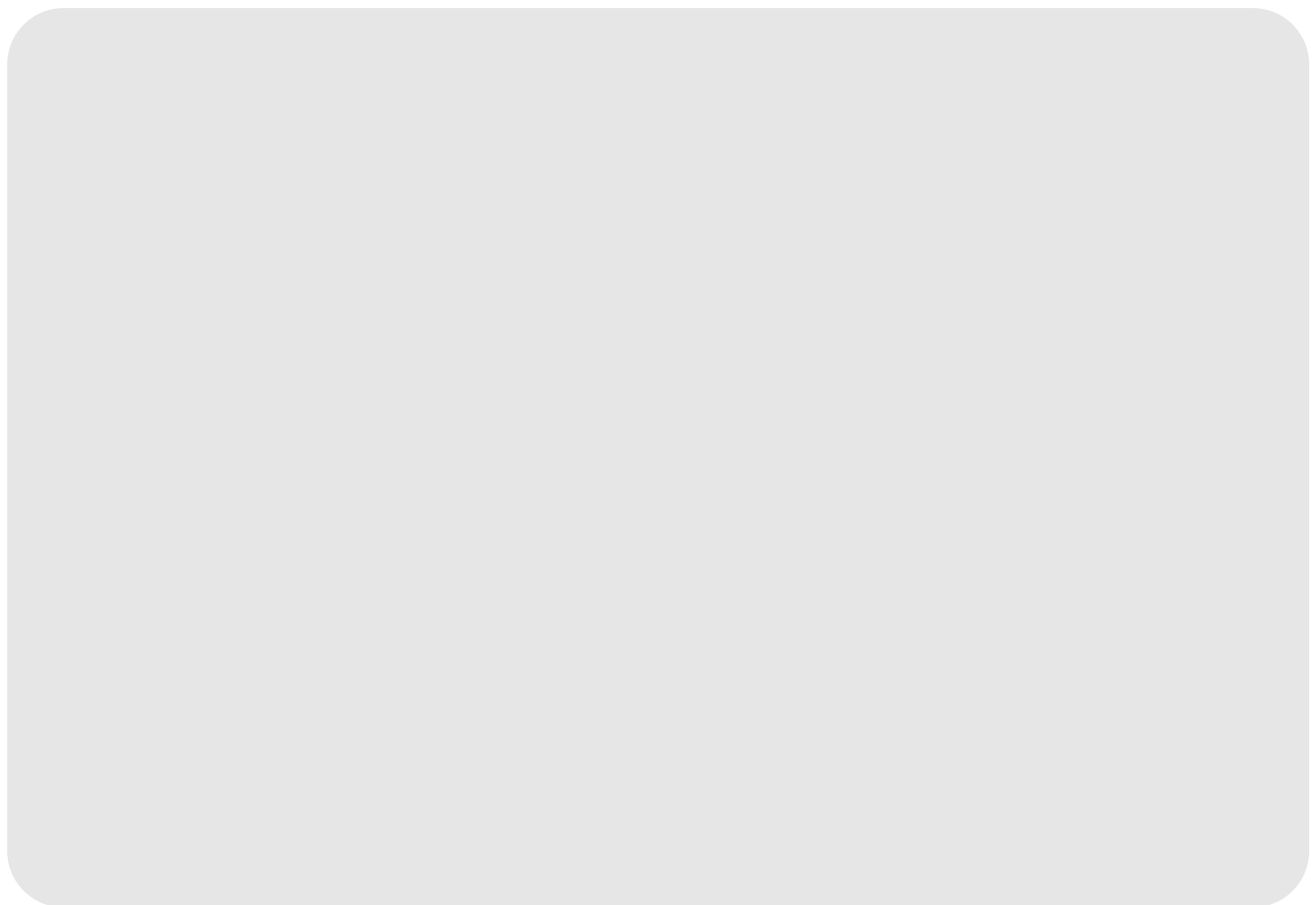
Begin with your long-term vision (5 - 10 years out) which will remove a lot of resistance to “how”. Think into every area of the business in as much detail as possible. What’s your annual revenue? Products and/or services? Location? Team size? What is your role in the business? What hours/days do you typically work? How much time do you take off?



Vision

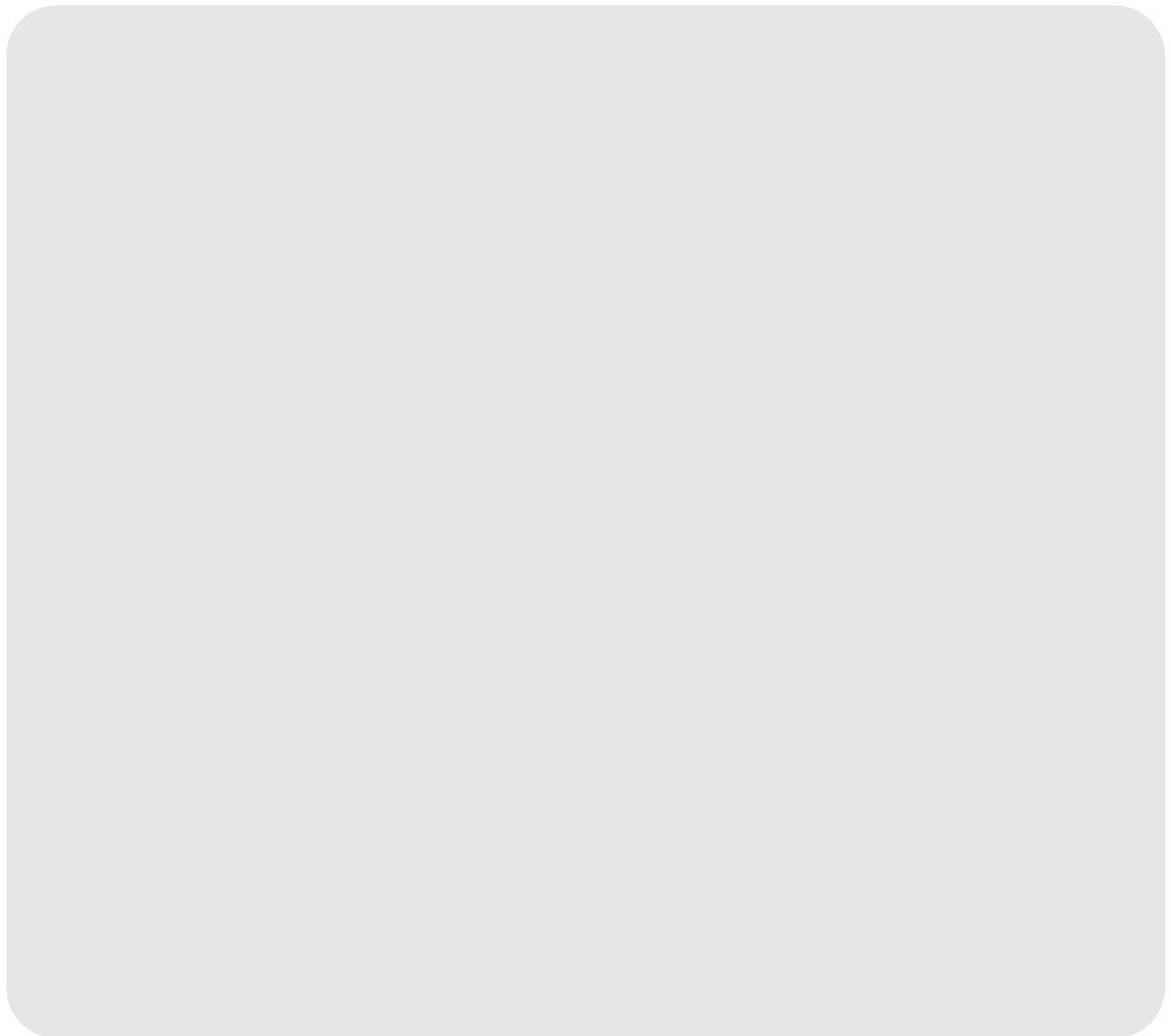
Now consider where your business will have to be at the halfway mark to be able to accomplish your long term vision. What's your annual revenue? Products and/or services? Location? Team size? What is your role in the business? What hours/days do you typically work? How much time do you take off?

NOTE: You can always revise the timelines and bring this vision closer in. Don't worry too much about the timelines right now.



Vision

Now consider the milestones you will need to accomplish this year, to get you to that future vision. What's your annual revenue? Products and/or services? Location? Team size? What is your role in the business? What hours/days do you typically work? How much time do you take off?

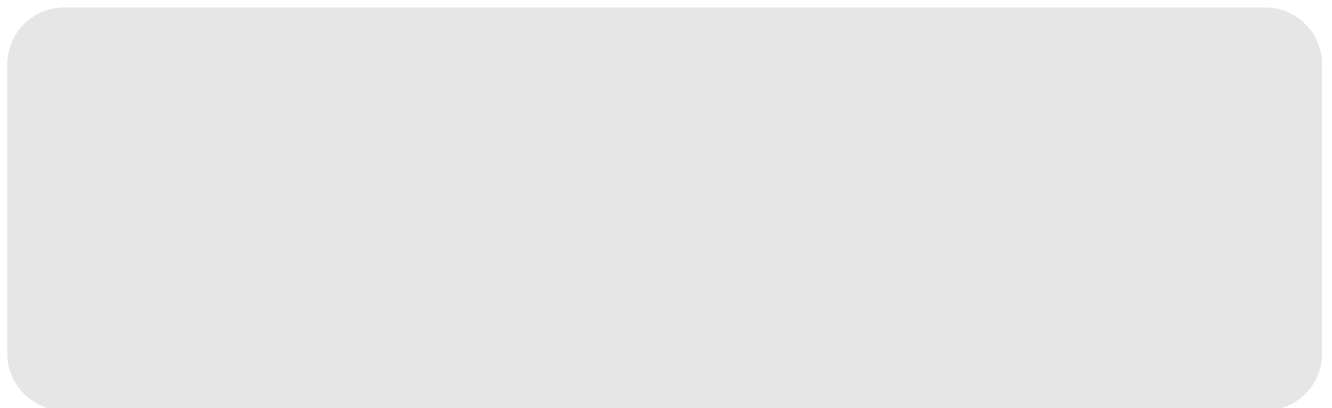


Values

Now, if you haven't done this exercise before, take some time to identify the mission and top values of your business. These may not be identical to your personal work vision and values. Your business has a separate energy from yours (yes, even if you're the owner), and when you get quiet with this exercise and how your business or organization serves, some different values may come up. You will want to be able to articulate this to your community and ensure that the values align with or compliment your personal values and vision.

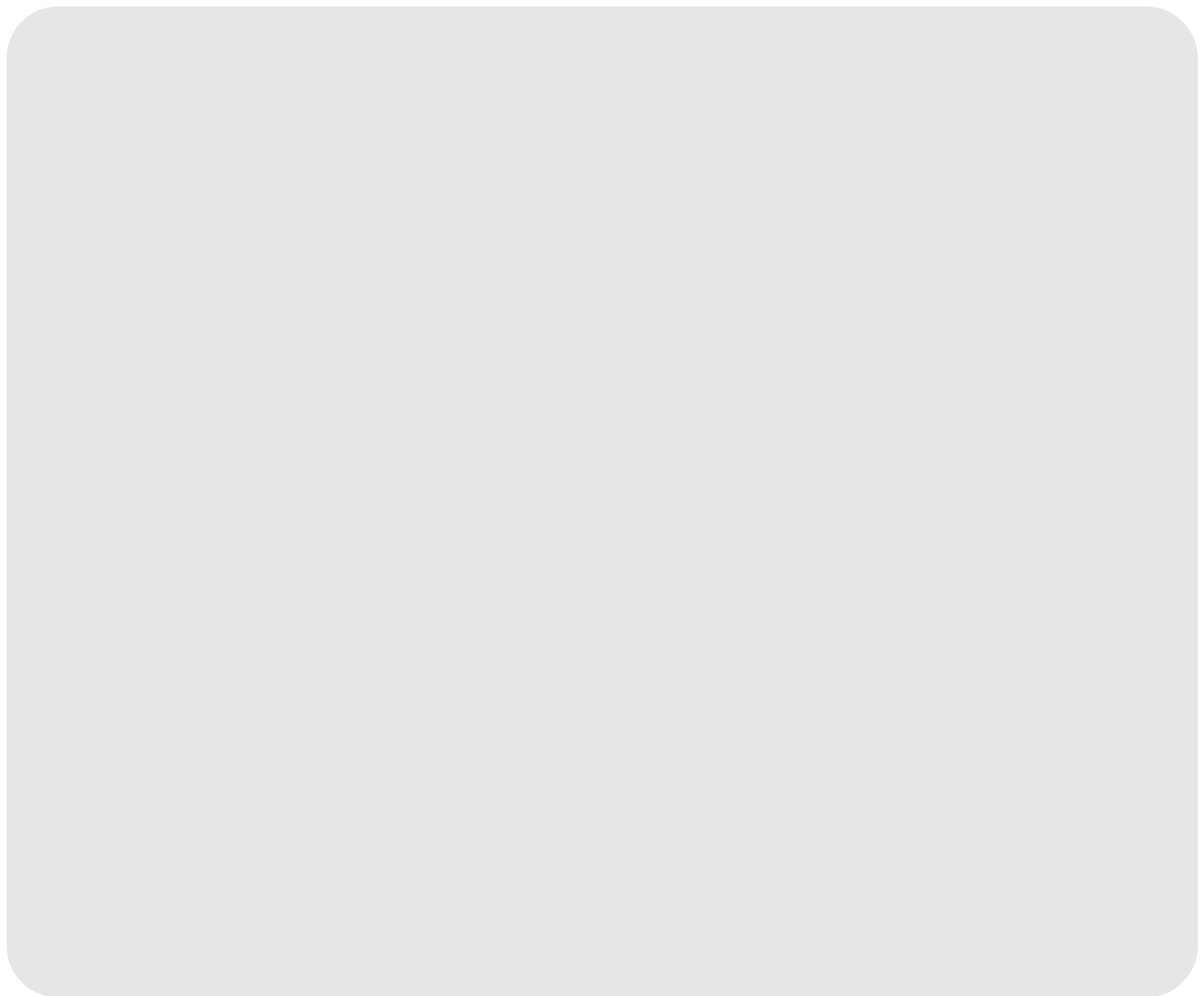
The following are possible business values, to give you some ideas to get started.

Abundance, adventurous, authentic, bold, compassion, contribution, curiosity, customer/service centric, charity, community, communication, creative, diversity, excellence, fair, family, faith, fun, health, honesty, integrity, innovative, leadership, love, loyalty, luxury, passionate, purpose, prosperity, security, simplicity, teamwork, trust



Your Ideal Customer & Business Mission

Who do you serve in your business? Rather than demographics, it's helpful to know their wants, needs and desires, and how your business meets it. What concerns may cause them to not purchase from you? Even if you've done this exercise before, take a minute to get clear on any new understanding that's come to you recently and how this may help your communications.



Your Ideal Customer & Business Mission

Your company mission statement should define its core purpose and goals, along with its culture and values. You may know in your heart what you want it to be, but you also need to be able to share it with others, to elicit buy-in and support. Spend some time clarifying your mission statement, considering that shorter is better so you can remember and repeat it often.

