

Winning Ways

focus • momentum • success

A publication of
Winning Ways
Developing Goals, Focus and Leaders

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President and Founder

Joan launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! We are committed to helping you achieve your goals.

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Envisioning the Future of Your Business

A publication by Winning Ways, Inc.

If a vision statement is carefully constructed, the ideas that it represents can be translated into real action and real success for your business. Vision statements can help to shape the “big picture” of your business and the environment in which it operates. With this information, you are better equipped to make decisions, formulate policies, and implement practices that will lead your business to success.

A vision statement is a description of a possible future for your business, a future for which you are willing to take a stand, to strive, to work, and to build your business. A vision gives meaning to an organization’s existence and to all those who share this vision.

If your vision statement is powerful enough, you can feel the excitement generated by its possibilities. A powerful vision statement gives energy and inspires action. It describes a future worth expending energy for, worth being tired for, worth resolving conflicts for, worth devoting a large part of your life for. It sparks creative thought and ideas that you did not previously have. A powerful vision statement is not random dreaming; it is an exercise in forced visualization, a technique that has helped develop business leaders for decades.

Once formulated, your vision statement is something that you will revisit over and over again. It will help you justify the purpose of your work, to soothe

your frustrations, to place your setbacks in context. When your vision statement is effectively communicated, it provides common focus. The only wrong vision statement is the one that is developed to please someone else, one that is written for the wrong reason, or one that is written by the wrong person.

If you do not have a vision statement for your company, now is the time to create one. Plan to consult a business advisor who can help you envision a future for your business that is possible, that stretches you, and that excites you. Until then, ask yourself, “Where would I like my business to be ten years from now? What would I like to change and keep the same?”



“We’d better pay attention to the future, because that’s where we’re going to spend the rest of our lives.”

Anonymous