

11-16-20 Create Your Vision for 2021

Tue, 11/3 10:35PM 10:22

SUMMARY KEYWORDS

movie, business, vision, donald miller, create, ready, brain, started, amazing, impact, legend, year, talk, define, celebrate, listening, challenge, momentum, plan, visionary



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Hey, everyone, welcome to another episode of legendary leaders. You know, I keep trying to get you ready for the holidays and figuring out what the new year is going to look like for you maybe getting ready for some staffing and some training of new individuals, you know, we're always getting ready. We're always preparing for what's next. Because if we're not ready for what's next, we're either going to miss a good opportunity that comes our way. Or it's going to take us a while to even get ready or adapt. And we're just going to be slower at embracing whatever that great opportunity was right? Where you're going to miss it, or we're going to be slow and embracing it, it's gonna take us time. So let's do what we can always to be proactive instead of being reactive. Let's be proactive, and let's be ready for what's going to come our way. I think that 2020 was a year that we had to be reactive and a lot of ways we weren't ready for COVID. Right? We weren't ready for it. None of us could have said we were ready for it. But we know what the world is like now. And we can start to be proactive again, and what we're going to be doing in our businesses and how we're going to be moving ourselves forward. So what I want to talk about today is how you create a vision for 2021. All right, so that said, I would say this, many people don't know how to create a vision for their business. I have discovered that through the years, many people don't know how to create a vision for their business, it can definitely be hard. Okay, especially if you don't consider yourself a visionary. If you don't consider yourself someone who can create a vision for your business and what it's going to look like five years from now or 10 years from now, as you're listening to me, you're going oh crap. I don't want to listen to this. Why did this automatically go to this episode? I'm not ready for I don't want to listen to being visionary. I'm not visionary. Well, here's the deal. I was listening to Donald Miller, right. And he's overstorey brand. And I was listening to him a little bit a week or two ago, and he was talking about creating your vision. And he made a really good suggestion that I thought, you know, when I heard this, that's a

really good suggestion. I think anyone could handle that perspective of using that to create their business. So let me tell you what he said. And then let's walk through it a little bit. So he said, Ask yourself,



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if I was a character in a movie,



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what would I need to do to make the movie really good?



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It's pretty interesting.



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Now. I'm telling you right now, if you are any little anything like me whatsoever, when you heard that you're like, that's a really good suggestion. But that's going to take too much brainpower. And I don't want to have to be creative in that regard. Let me just think business. I'm good in business. I don't want to think about creativity of a movie. That's, no, no, no, I'm not. I'm not, I can't handle it. Well, I will tell you, if that's where your brain went, you probably are definitely more visionary than what you think. And you probably have a lot of business plans in place. Nonetheless, I want you to consider this pathway anyway. Now, there's another group of you listening to me right now that heard it, and you went, Oh, my gosh, finally, that's the answer. Because I don't want to think about business. And it doesn't click in my brain. This does.



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If I was a character in a movie, what would I need to do



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to make the movie really good?



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Oh, my brain can do that now.



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Perfect, good.



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So here's the deal.



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I really, I'm gonna go back to me for a second while you're thinking about you, and you should be thinking about you. I don't think about myself like I'm in a movie. And I don't think about my business like a movie plot. So this was hard for me. This one was hard to wrap my brain around. But like everything, I forced my brain to move through it. Because I said, Look, brain, I'm committed to this theory. Let me see how I can make this happen. So as I started thinking about it, I started Okay, well, my movie



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is of



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is this successful story, right? It's a success story of me overcoming my fear of not being enough to start and create an amazing business. Right, it starts off with me in the corporate world, and me having enough courage to go and start legend and struggle through and, you know,



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overcome all the hurdles and figure it out.



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And then I moved from that into, you know, living this life that I deserve, and, and every day, I'm helping other amazing women, you know, start their business and go down their journey of leaving their corporate jobs to have higher impact in the world. And I can see myself growing that business and helping other women grow their business, and I can, I can feel those emotions. And let me define what success looks like it. Let's have this silver Tory meeting where we're celebrating, you know, not only the success of legend, but really and truly, because the success of legend is secondary to seeing all these amazing women come together and celebrate each other for the businesses that they've created. And the tie that binds them. His legend. And you know, I can see all of those positive things happening, right. And you know, maybe there's some meetings, I can see in my head where it's me and my team, and we're coming together talk strategy, and we're looking at the world, and what does the world need, and we need to make some adjustments. And here's where we want to grow. And here's what impact looks like to us. And, you know, we put some measurements around that so that we can celebrate those. I can see it right as I started to sit down, and I started to follow



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my pathway of where I've gone to where I'm going,



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I can start to see those in points of the celebration, the size of my team, and the number of women that I want to impact. And,



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you know, what does good look like for legend?



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And how are all the ways that we can help amazing women grow and create and grow their businesses, right, I can see that in my head. And so now that I can see it, I can define it. And I'm keeping this really high level, okay, because I can talk for hours, about all the things I see in my life. And in my business, now that I got started. The barrier is just getting started the barriers thinking, I can't do that. That's not how my brain works. Until you that's usually not how my brain works. But once I got started, my brain went there, your

brain will go there to the key point is this. Go ahead and take the question. This is your challenge for the day. Take the question. If I was a character in a movie, what would I need to do to make the movie really good? Donald Miller challenge that Donald Miller owns the company. He's story brand, right? He wrote the book. He's great, you should check him out. But he challenged and put up that question. And I would tell you, if you don't feel visionary, use the question. If you do feel visionary, have fun with the question anyway, make sure that the vision that you've already created for your business



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actually aligns and makes the movie really good.



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Because if it's just a man, average movie, you don't wanna live that average life, you don't want to have average impact. You don't want to have average employees, there's nothing about you, that's average. So don't create an average vision, create an amazing vision by creating an amazing movie. And then work the movie backwards to see how you got there. You see how I started with where I was years ago, and then took it to where I wanted to be, I had to start somewhere, I had to start with what I know, to then leapfrog over to get to that amazing movie part, the endpoint, right? The End, where it's just amazing, amazing impact and service, and a growing business. And think about who I am through that process you have become and all of those things, that's where you need to be. That's what's going to make your movie really good. And then say, Okay, well, I want to have that much impact. And I'm going to make that much revenue as part of my business. And I'm going to measure, you know, these key things define a really good movie, what are the things I have to do now,



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to get there.



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And that's how you create your overall vision, the movies, the vision, how you get there is actually the strategy. The strategy is how you execute on your vision to achieve it. Okay, you're gonna get really technical, something fun to think about. And so my question for you today is, what is your movie about? How do you make it really good? How do you

create the amazing ending? You can see an amazing ending right now. But the ending of that movie is the end of 2021. So a little more than a year from now? What's your life gonna look like? What's the end of that movie gonna look like? And once you jot it down, you create it and you define it, then what I want you to do is sit down and go backwards, and talk about all the steps that you're going to have to execute on right execution pillar. In order to achieve your vision, your vision, is your really good movie. Okay? The story, the storyline, all the different things that happen in the movie along the way, your strategy, okay? That's your movie, the end of the movie, the very end, where everything comes together, and all the things have happened. That's your vision. So put it all together. Think about it. Take some time now, take some time over the next few weeks. But by the end of November, I really want to challenge you to have your vision ready for the following year. Because it's so important. And you don't want to be saying on January 1, here's my vision for the year. As you know, from the corporate world, we come from a place where you are already putting together budgets and financial packets for next year, it's probably already done for you. You have to plan that well in advance. So for your own business, why not create your vision for next year? Why don't I go ahead and finalize it by the end of November so that you can go ahead and start working towards it in December so that by the time January hits, you come a minimum you need momentum we've talked about not giving up because this year is not over doesn't matter if you hit your plan or you're gonna miss Your plan, there's still people that are counting on you. But beyond the fact that people are counting on you use that momentum to kick off and win and deliver in 2021.



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All right, and it all starts with creating a really good movie.



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That's your challenge for the day. Go and create your vision and as always, go and be legendary.