

# Vision To Destiny <sup>SM</sup>:

The Ultimate Leadership Tool for  
Transforming Your Present ... Reinventing Your Future

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# **Business Plan Preparation Work:**

## **My “Inside Out” Approach**

<p><b>Gratitude</b></p> <p>(Want/Have)</p>	<p><b>Vision/BHAG</b></p> <p>(Want/Don't Have)</p>
<p><b>“Letting Go”</b></p> <p>(Don't Want/Have)</p>	<p><b>“Non-Negotiables”</b></p> <p>(Don't Want/Don't Have)</p>

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## My “Inside Out” Approach To Business Planning

	“Imagineering”	Business Plan Components
“Spiritual Drivers”	The “Dreamer”	<ul style="list-style-type: none"><li>* Purpose/Mission</li><li>* Values/Core Beliefs</li><li>* Vision/Key Goals (BHAG)</li><li>* Positioning/Branding</li></ul>
The Roadmap	The “Realist”	<ul style="list-style-type: none"><li>* Growth/Marketing/Competitive Strategies</li><li>* 90 Day Goals &amp; Project/Action Plans</li><li>* Success Measures</li><li>* Financial Plan</li></ul>
The Navigation Process	The “Critic”	<ul style="list-style-type: none"><li>* Execution Factors<ul style="list-style-type: none"><li>- Opportunities/Threats</li><li>- Strengths/Weaknesses</li><li>- Resources vs. Payoff</li></ul></li><li>* Contingency</li></ul>

# My “Favorite” Business Planning Tools & Resources

## “Heart”/Creative Based

- Mind Maps
- Future “Cover Story”
- Vision Retreats
- Symbols, Pictures, Metaphors
- Creative “Whack a Pack”
- “Story Boarding”

## Analytic/Left Brain Based

- “Market Landscape” Maps
- 28 Day Market Plan
- “Getting Things Done” System
- “One Page Business Plan”