

Lifetime Business Intention Overview

The LBI Is The Foundation of Your Vision

The first component of a strong vision is vivid description of where you are going. Other business coaching programs might refer to these as 10 year vision, or as Jim Collins likes to call them, BHAGs, Big Hairy Audacious Goals. We like to refer to it as Lifetime Business Intentions.

A Lifetime Business Intention doesn't have a firm date on it. Rather, it's a descriptive vision of where you hope your business is at any point in the future once it's reached its best and highest version.

To help you get your head into that creative and dream-like state, we offered the Genie Consultant tool. In previous modules, you had the opportunity to reflect on why you started the business in the first place. With some of that creative brainstorming done, you can solidify your long-term vision for your company.

When defining your LBI, recognize that whether it's intentional or not, your business unavoidably impacts and is impacted by certain principles and parties. Those are listed below. Review them as a reminder before completing the Build Better LBI worksheet.

Build Better LBI Principles

Time

Your business gives time to and/or takes time from everyone it touches.

Money

Your business impacts the financial situation of everyone it touches.

Purpose

Your business influences the purposes of everyone it touches.

Relationships

Your business affects the individual relationships of everyone it touches.

Build Better LBI Parties

You

Your business impacts your personal life, and your personal life impacts your business.

Employees

Your business impacts your employees, and your employees impact your business.

Market

Your business impacts the markets it operates in, and those markets impact your business.

Industry

Your business impacts the industry you are a part of, and that industry impacts your business.

Communities

Your business impacts the communities it serves, and those communities impact your business.



Lifetime Business Intention

Business Name:

Date:

These intentions form the foundation upon which the vision of my business is built. I will use these intentions to dictate the priorities, plans, and actions of my business. I will work daily to put systems in place that bring these intentions to be. These intentions are written in present tense as if they have been realized.

TIME

I work approximately this many hours IN my business each week

I work approximately this many hours ON my business each week

The hours I work IN my business are mostly spent on the following activities

The hours I work ON my business are mostly spent on the following activities

MONEY

Every year my company produces this much revenue

The cash position of my company is

The equity position of my company is



My business operates with gross and net profit margins right around

We maintain the following debt to income ratio in my business

My business offers the following benefits

PURPOSE

People describe the culture in my company as

When not focused on my business, I spend my energy on the following things

My business is connected to the communities it serves in the following ways

My company gives back to the communities it is in by

My business provides the following life changing opportunities (include who)

My products and services would be describes as

RELATIONSHIPS

My business has this many employees working within it



My banking and investor relationships are with

The people working in my company handle these types of responsibilities

The most significant and beneficial relationships my business has are with

The customers my business serves would be described as

OPERATIONS

My business operates in the following locations

My business generates leads by

The way we secure contracts in my business looks like this

My products and services include

The office space my company utilizes is

My business operates with following major departments in place

