

# **Vision Your Future Business**

to Achieve  
Entrepreneurial Success

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by **Judit Lovas**  
Career Coach

## **Personal Workbook**

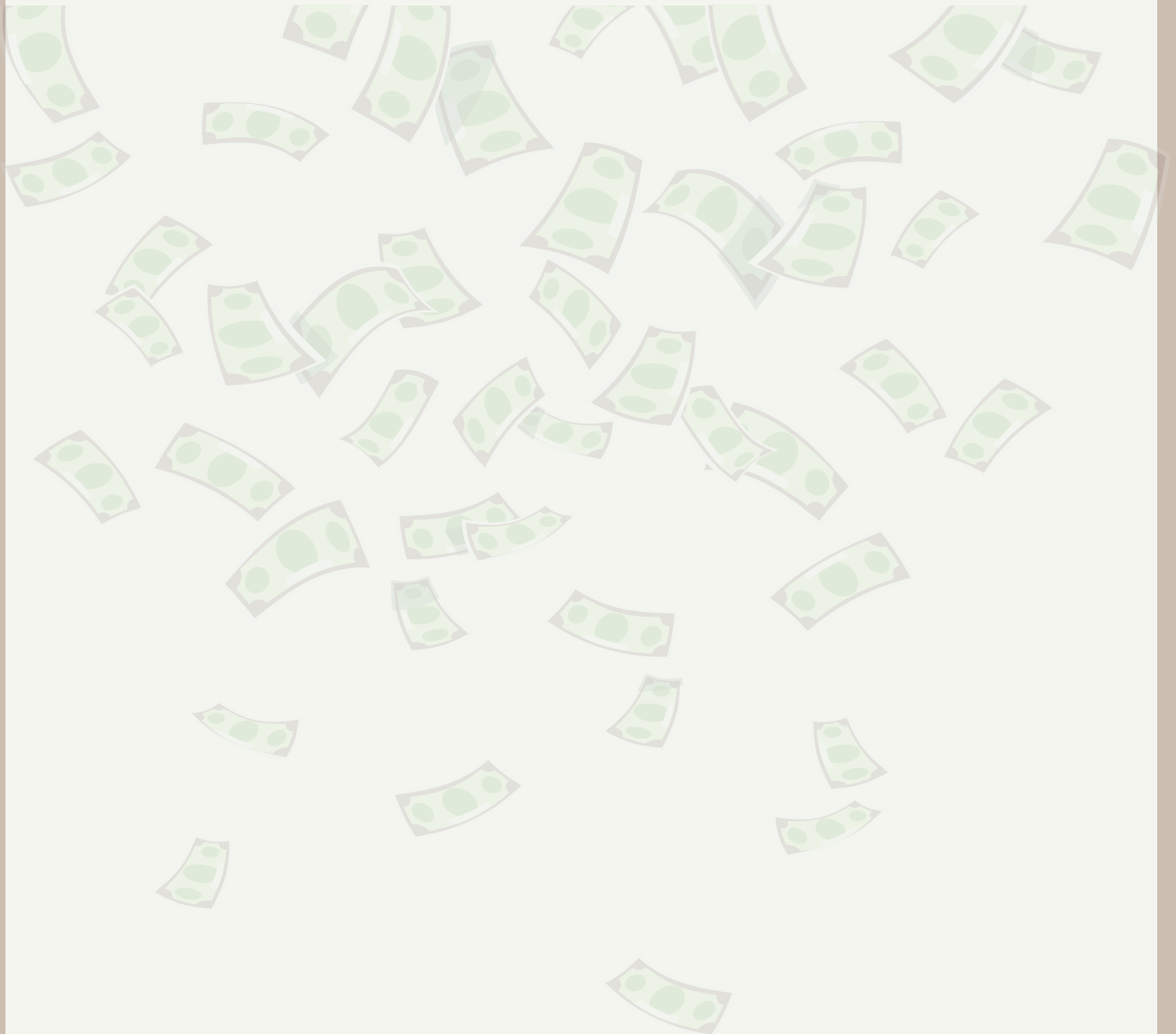
*judit lovas*  
COACHING AND CONSULTING

# Lottery Exercise

Imagine you won the lottery. Write down what your life would look like if money wasn't a problem for you.

Describe your life in great detail. Be as specific as possible.

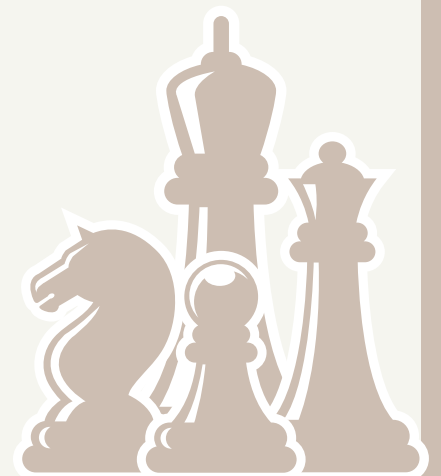
What's your job, where do you live, who are your friends, what do you eat, what kind of car do you drive, etc.?



# Strategic Thinking

Creating a clear business vision means that you draw a mental picture of a clear and achievable destination that you can reach step-by-step. It is key to become successful. You won't get far without some serious strategic thinking.

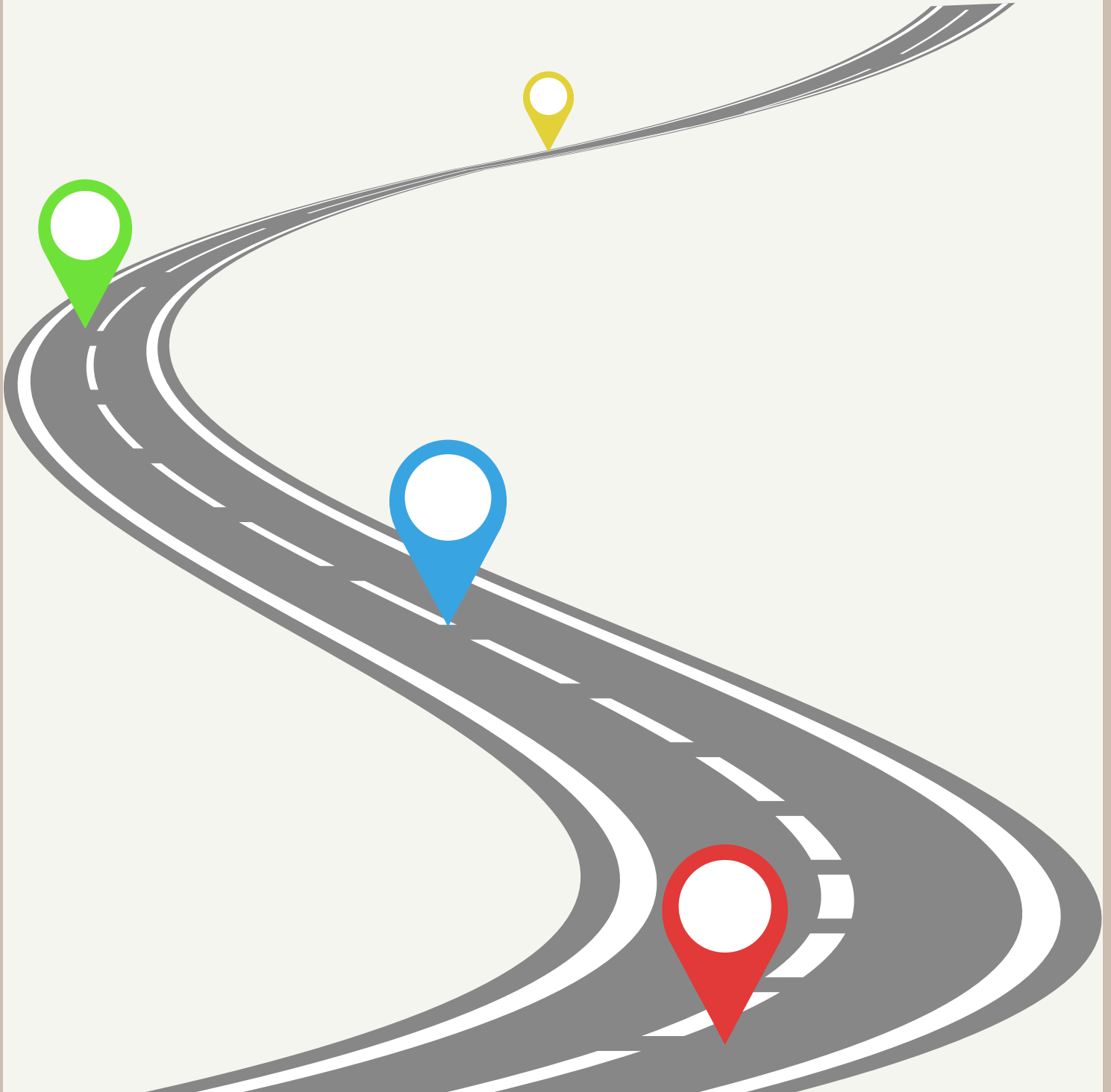
- 1 What do I want to achieve in one/three/five years?
- 2 How do I know when I get there?
- 3 In what context I want to have this outcome?  
i.e. when, where, with whom
- 4 What stops me from having this desired outcome?
- 5 What resources do I need to have to become successful?
- 6 What steps must I take to get there?



# Roadmapping Technique

## Step-by-Step

Make your vision a reality



# Step #1.

## Start at the End

Establish the destination first. Imagine the ultimate business goal you want to achieve in 1/3/5 years.

**BELIEVE IN  
YOURSELF**

# Step #2.

## Brainstorm

Once you identified your destination, you go back and figure out the steps that will take you there. Write down as many ideas as possible that you think can help you get where you want to be.



## Step #3.

# Identify Three Major Milestones

Narrow down your million ideas to three major ones that, if you achieved them, they would without question get you to your goal.

1

2

3

DON'T  
QUIT

# Step #4.

## Reality Check

Finally, you've arrived at the beginning of your journey. The starting point is an assessment of your assets, resources, and habits you currently have and the ones you don't have but you'll need.

Resources I have to become  
successful

Resources I need to become  
successful

THINK IT,  
WANT IT,  
GET IT



# Step #5. Fill the Gaps

Now, using the remaining ideas, you fill in the gaps between the three major milestones. In sequential order, include all the work you have to do to get from one milestone to the next and finally achieve your ultimate goal.



# My Vision Statement

A Vision Statement is a document that provides clarity on where your business wants to get to within a certain time frame. In most cases, this description of the future state is outlined and then summed up in a one-sentence synopsis that is easier to remember than the full vision.

**3 years from now, my business will....**

**www.juditlovas.com**  
**hello@juditlovas.com**  
**1.709.769.7142**

