



NatWest

# NatWest Business Builder Visioning





# What is a vision?



**A vision is  
painting a clear  
picture of an  
ideal future that  
inspires you  
to action**



# Notes

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# Top tips for visioning technique

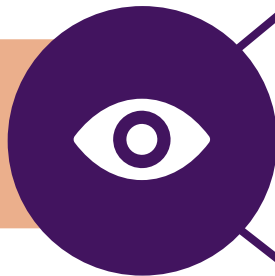
**Pick the time frame**  
- send yourself to the future



**Write in first person**  
- place yourself in the timeframe



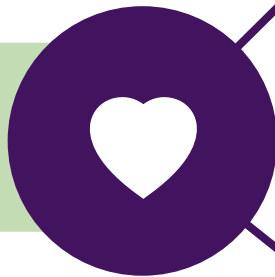
**Close your eyes** – use your imagination to bring your vision to life



**Quickly list achievements** – 3 to 5 achievements to help you structure your vision



**Write from the heart** – and align personal with professional



**Write quickly and don't self-edit** – keep writing for at least 15 mins



**Be brave and specific**  
- make sure you are ambitious and clear on what that means



Join the conversation  
**#PowerUp**



## The end result of visioning should be...

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**Inspiring**

to all that will be involved

**Realistic**

strategically sound

**Documented**

get it written down

**Communicated**

tell people



# Notes

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# A vision helps to provide

Direction

Alignment

Motivation &  
inspiration

Clarity &  
focus



# Draft vision

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Date:

Timeframe:

Achievements:

Vision:



## Well done, you have completed the Visioning Module!

Continue to revisit and refine the future vision for your business by:

- Use the visioning technique to help you paint a picture of the ideal future.
- Develop a vision document for your business and regularly review.
- Communicate, share and use the vision to align the business.

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**THANK  
YOU**



**NatWest**