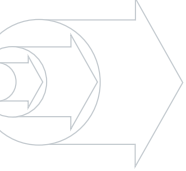
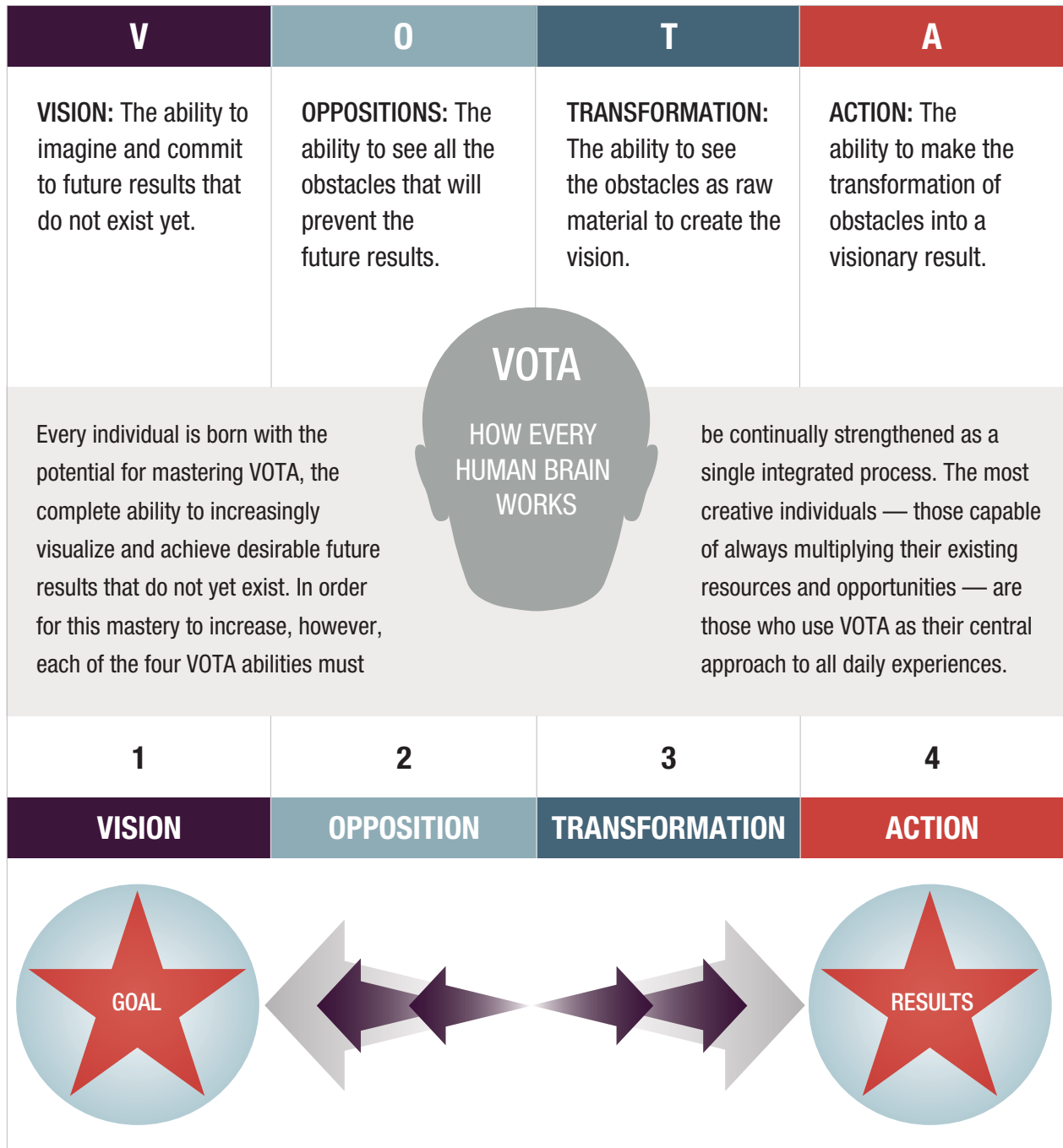


THE ENTREPRENEUR'S GUIDE TO
**STRATEGIZING YOUR
BIGGER FUTURE VISION**





THE VOTA FORMULA™



As an entrepreneur, you have a unique opportunity to set yourself apart. You can provide a valuable service that no one else can offer or a product that excels above anything else on the market. But if you really want to differentiate yourself, you'll need to get strategic about your vision.

You can do this by using what we call The VOTA Formula™, a thinking-and-action process that makes use of four great brain abilities that every human being is born with: vision, opposition, transformation, and action.

These make up the four-step process we'll describe below.

The key is to focus on long-term, mid-term, and short-term growth. If you can get strategic and specific about this, you can actually create an entire business growth plan on paper.

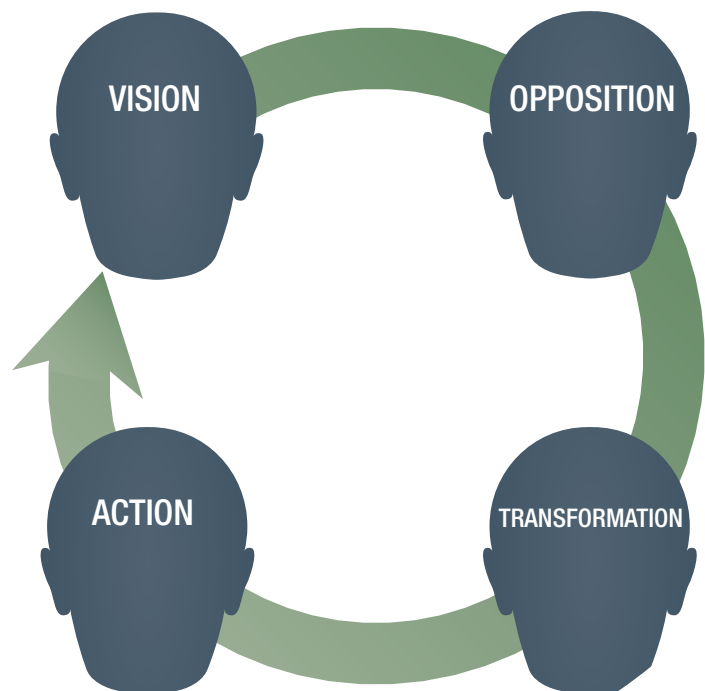
Start by thinking about what you'd like your life to be like in 25 years. This can go far beyond business growth. What makes you the happiest in life? What's most important to you? What do you ultimately want out of your business and life? Write these things down.

Next, ask yourself, *"What needs to happen in the next ten years to get there?"*

There's no need to create a specific list of action items here. This can still be fairly generic and broad.

Once you've written that down, think about what needs to happen in the next five years to get there. Things should be getting more tangible here.

These are the action items that will help you craft your business growth strategy.





GUIDE











25-YEAR DATE	May 2047
25-YEAR VISION: A Future Bigger Than The Past	
Transform my industry	
10-YEAR DATE	May 2037
ACTION ITEMS: What needs to happen in the next ten years to get there?	
Publish two best-selling books	
5-YEAR DATE	May 2027
ACTION ITEMS: What needs to happen in the next five years to get there?	
Reach a million subscribers on my podcast	

25-YEAR DATE	
25-YEAR VISION: A Future Bigger Than The Past	
10-YEAR DATE	
ACTION ITEMS: What needs to happen in the next ten years to get there?	
5-YEAR DATE	
ACTION ITEMS: What needs to happen in the next five years to get there?	

Now, think about what needs to happen in the next year to get there. It's important to think about momentum here. These things don't need to be done in the next year—they just need to be in motion. What needs to be started within the next year to get you on track with your business growth strategy?

STEP 1: Creating your vision.

Vision simply consists of defining a practical project for self-improvement, setting a specific goal, and then specifying the results—the actual measurable results that will signify your success at a specific future date. Every human being has this capability, but the vast majority are undermined by what comes next. The following are some areas where you may envision a bigger and better future:

-  **Health:** The most important improvement to your health and fitness.
-  **Reputation:** The most important aspect of your reputation that you want to strengthen.
-  **Relationships:** The most important improvement in your personal relationships.
-  **Clients:** The most important improvement in the quality of your clients.
-  **Money:** The most important improvement in the way you make and handle money.
-  **Delegation & Teamwork:** The most important improvement to your business support structure.
-  **Time:** The most important improvement in the way you utilize your time.
-  **Contribution:** The most important contribution you want to make to your communities.
-  **Capabilities:** The most important capability you want to strengthen or acquire.
-  **Personal:** The most important improvement in your personal growth.

Choose the top two areas that are key to implementing your bigger future vision.



GUIDE

ONE-YEAR VISION	Grow revenue by 15%
KEY AREA #1:	
	Clients: 100 clients at \$50K/year

ONE-YEAR VISION	
KEY AREA #1:	

STEP 2: Seeing the raw material for progress.

Opposition arises in your brain as soon as you visualize a bigger and better result in the future. This is totally natural, totally automatic, and totally necessary. Your mind, after you see the possibility of something bigger and better ahead of you, immediately identifies all the obstacles that would prevent you from achieving those much better results. Allow yourself to think negatively and pinpoint all the opposition. Highlight *everything* that lies in between you and achieving your vision.

One thing we notice in the most successful entrepreneurs is that they have developed the ability to stay on track and not get held up for too long by unproductive obstacles. While every entrepreneur is different, we all have obstacles that “hook” us, dominating our thoughts and diverting energy we could be using to create results. Some common culprits are:

- **Unmet expectations.** Something didn’t work out the way you planned, someone didn’t act the way you hoped they would, or you aren’t where you feel you should be by now.
- **Miscommunication.** You said something and your intention was misunderstood, or your words had an impact you didn’t intend, often expressed in the frustration, “Why can’t they get what I’m saying?”

- **Outside events.** An uncontrollable event happened and put you off course. Perhaps you feel you “should have seen it coming.”
- **Ill will.** Someone is behaving in a way that you consider inconsiderate, unfair, or malicious toward you or your company, and it sparks an emotional reaction every time you think of it.
- **Obligations.** You feel obliged to do something (like fire someone or have a difficult conversation), but really don’t want to.
- **Unfinished business.** Big or small, your mind won’t rest until you get closure on an issue.
- **Getting caught in your own spin.** You get unexpected external recognition or achieve an extraordinary result, and you can’t believe how well things are going. Inadvertently, you become more focused on the success than on what got you there. We often hear from entrepreneurs in this situation that they’re “waiting for the other shoe to drop.”

GUIDE

KEY AREA #1	100 clients at \$50K/year
THREE BIGGEST OBSTACLES	
1	Will need to spend more on marketing efforts
2	Not sure how to get the team on board
3	Will need new processes to sustain higher-income clients

KEY AREA #1	
THREE BIGGEST OBSTACLES	
1	
2	
3	



STEP 3: Moving from opposition to results.

Transformation is the act of looking at every obstacle to your results and identifying an immediate, single action—a decision, communication, or achievement—that will begin the process of converting the obstacle into the actual result. It is the opposition to your vision that points directly at the specific actions you need to take to achieve that vision.

Now that you've identified obstacles for each key area, you can focus entirely on your own unique, specific growth challenges. In doing so, you're automatically bypassing all of the general opposition that's experienced by people who aren't engaging with their own unique goals. You could see every obstacle as being an indication that your idea won't work—or you can recognize that every obstacle is showing you how to get to where you want to go. You have to be prepared to accept having to change your mind, change your approach, and change how you organize yourself.

TIP: What new immediate actions, strategies, knowledge, mindsets, skills, or habits are required to achieve your goal?

GUIDE

KEY AREA #1	100 clients at \$50K/year
STRATEGIES	
1	Design referral program to mitigate costs
2	Speak with management first, collectively agree on an approach
3	Start with a blueprint that outlines the plan, goals, and overall success criteria

KEY AREA #1
STRATEGIES
1
2
3

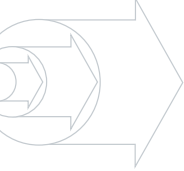
STEP 4: Laying out the steps to the envisioned future.

“Action” in the VOTA process means the complete set of coordinated decisions, communications, and movements forward that will transform all the obstacles that have arisen in your thinking into the actual envisioned results.

You’ll need to put other people’s skills to the task of transforming the obstacles to achieve your vision, and this means being able to recognize the “what” and the “why.” Since you want these other individuals to contribute their skills in order to achieve what you’ve envisioned, you have to communicate your vision so effectively that it also becomes their vision.

GUIDE

UPPING YOUR GAME: What are the first three actions to move this forward?		
1	2	3
Reevaluate organizational structure	Determine criteria and message positioning for successful client transition	Ask marketing for help with referral program
<p>What teamwork, systems, and technologies do you already have in place? What investments are required (time, money, equipment)?</p> <p>Great accountability from team, documented process for \$20K/year clients that we can build off of</p>		



UPPING YOUR GAME: What are the first three actions to move this forward?

1

2

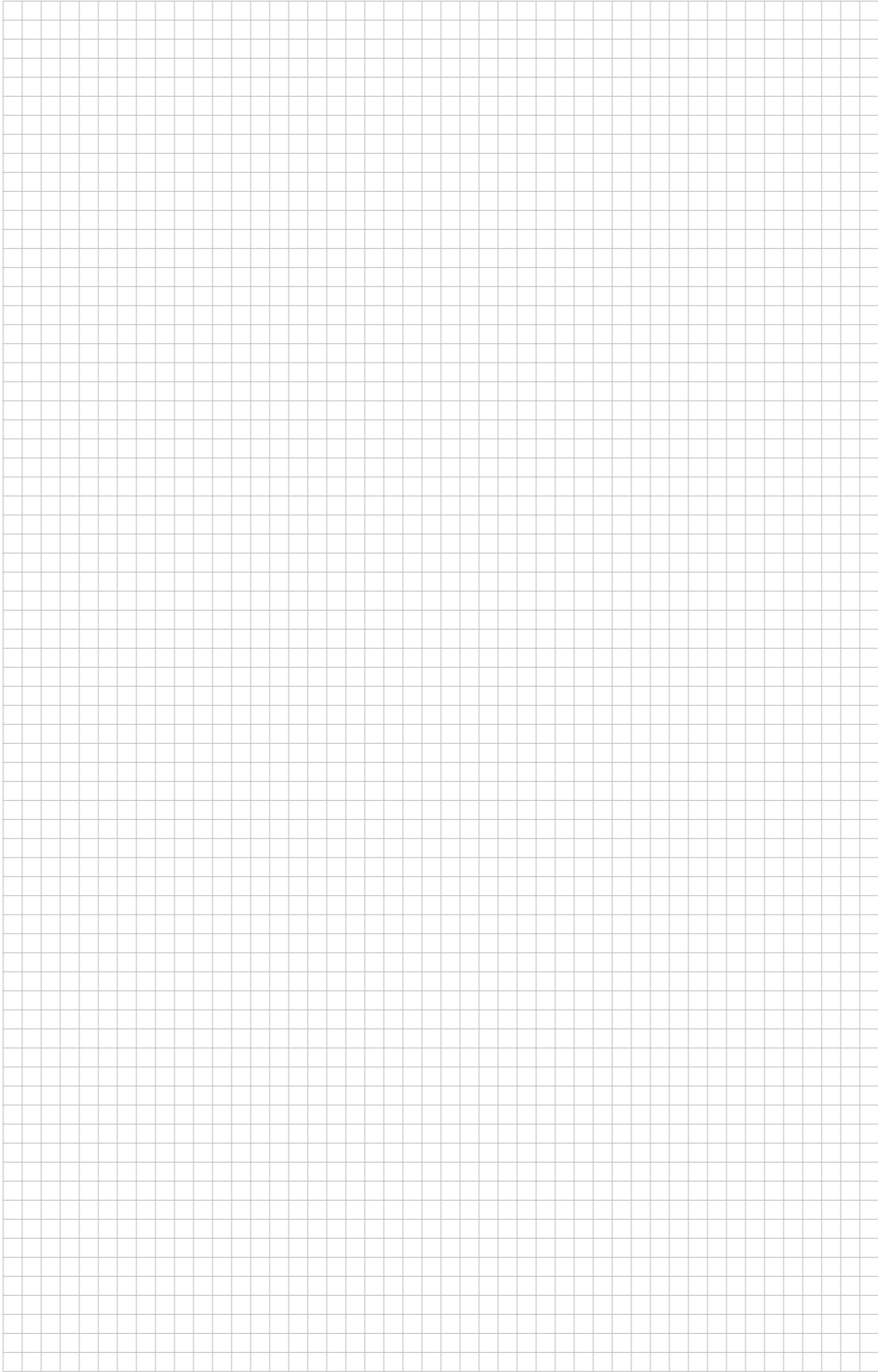
3

What teamwork, systems, and technologies do you already have in place? What investments are required (time, money, equipment)?

Now that you have The VOTA Formula, which you can put to use in order to achieve your goals and grow your capabilities no matter what the circumstances are outside of yourself, the world's never going to get more complicated for you.

No matter how complex things get out in the world, you can put everything you see into the framework of VOTA—what you're experiencing is either vision, opposition, transformation, or action. You now have a way to contain everything.

If you'd like more information about Strategic Coach®, our programs for entrepreneurs, or our many products for entrepreneurial thinkers, please call 416.531.7399 or 1.800.387.3206. Or visit strategiccoach.com. You can also **book a call** with one of our Membership Advisors to discuss your goals and determine if The Strategic Coach® Program is right for you.



For more information about
Strategic Coach®:
1.800.387.3206

Call us toll free from the UK:
0800 051 6413

www.strategiccoach.com



TM & © 2022. The Strategic Coach Inc. All rights reserved. No part of this work may be reproduced in any form, or by any means whatsoever, without written permission from The Strategic Coach Inc. Made in Canada. May 2022. Strategic Coach®, The Strategic Coach® Program, and The VOTA Formula™ are trademarks of The Strategic Coach Inc. B.EGTSYBFV.100