

Allawos & Company

Commentaries and Insights from Allawos & Company

“Vision”

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What’s Vision and business got to do with it? EVERYTHING!

Ray Krock one of the early CEOs for McDonalds once said “*To be successful, you must be daring, be first and be different”!*

There is a pre-requisite to the above quote, you need to have vision. Vision is like playing 3-dimensional chess with the industry of your choice. Looking past where

the industry is now and the logical next steps by skipping over the competition or out thinking the here and now, in short to be a “futuristic”.

Before you write that business plan that you’ll probably just let sit in your desk draw or in some directory in your computer, run these thoughts through your head:

- What are my goals?
- What’s my passion?
- Is it sustainable?
- Is it legal? (at least for now)
- Is it technologically possible?
- Will the market embrace my vision?
- Are there tools available for achieving my goal?
- Am I the creative type? Or do I need a professional?
- Do I have the band width (time) to see my vision through?
- Will my competitors be able to duplicate my vision before I enter the market?
- If so, how long would it take for them to catch up to me?

The above list is simply an abbreviated list and could be much more exhaustive, but it's a start.

Creativity is by far the most important asset that you can deploy and then a small handful of advisors that will supply honest feedback and a critiquing of your newly formed vision.

Before you take that next leap into a fully-fledged business plan, a simple business outline would be in order to gather your thoughts as to not to lose the concept of your vision and to memorialize the key points and the mechanics of how to deploy your vision.

At the top of your business outline there should be a statement that is inspirational and encapsulates your thoughts, ideas, and goals of what the future would look like when you achieve what it is that you set out to do for which you are so passionate about.

The key to any vision statement, goal, or new venture is the tenacity to stay with you vision and not give up. The difference between those who are successful are those who are not is, that the successful ones ***don't give up*** and re-invent themselves and or their businesses time and time again if the situation warrants it.

Remember, be ***daring***, be ***first*** and be ***different***”!

About Allawos & Company, LLC



Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning, and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between. Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

Sincerely,

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