

# “Is Your Business Delivering What You Most Want From Life?”

Sadly, the answer is so often, **No**.

But what is your *Personal Vision of Success*? What do you want from life?

We're all pretty familiar with the idea of a Business Vision. But less so with a "*Personal Vision*."

Essentially your Personal Vision describes the life you want to live.

We believe this personal vision should be the start point for your *business plan*. Your personal vision should set the direction for the business. And ultimately the job of your business is to provide a platform for the life you want to live.

All too often these things get twisted round. Business owners find themselves sacrificing much of the life they really want, in favour of supporting their business and the people it employs.

This is so endemic that many business owners find it shocking to put their own and their families needs and wants back into the picture. In our view this personal vision is the whole point of the business. Not a secondary consideration if time allows.

This can take some teasing out. Try answering questions such as:

- The things I really want from life are ...?
- The things that give me a deep sense of achievement and satisfaction are ...?
- Why are you in business? [Watch this TED talk by Simon Sinek, its just 18 minutes long.](#)
- What is your Why/Purpose?
- What would you like your role in the business to be ...?
- What would you like your family role to be ...?
- What sort of financial outcomes do you aspire to ...?
- What sort of life / work balance would you like to achieve ...?
- What do you want to achieve outside or after the business ..?
- What sort of legacy would you like to leave ...?

This can be a challenging process. For some business leaders it can take a while for a clear personal vision to emerge. N b [Simply answer these questions](#) to begin the process of achieving your Personal Vision of Success.