

Developing Your Business Vision

Use this space to brain storm your business vision. Then simplify and condense all that information into one cohesive vision for your business. This should be about one page in length.

**Remember you don't have to ask other people what your brand identity and vision is. The answer must come out of your distinctive and unique voice. Like Alan said this is called inside out vs outside in.

**Remember this vision statement on one piece of paper is for you and your employees. Everyone that works for your organization should understand this vision and be able to support it. You don't necessarily have to post this full vision on your website or in your clinic.

**For a good example of showing an abridged version of a business' vision and values on a website check out San Francisco Sport and Spine:
<http://sfphysicaltherapy.com/>

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** What is your brand identity?

- Who are you? What is distinctive about what you do? What do you stand for? What is memorable about your business? What value will you provide when you deal with your ideal customer? What are your values? How can your values, and what you stand for, help to change the behavior of your employees and your clients?

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- How do you speak to people? What is your distinctive voice? How do you relate to people? Don't hide behind the professional jargon! Use empathy as your guide!

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- What is the experience you deliver? What is the experience you are promising your clients? How will you follow through with that promise? How do you behave? You must be able to deliver on your promise! Live your brand!

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How do you measure your business? Think about the ROI when you are writing your vision. We must be able to have an impact!

R.O.I. (it is not “return on investment”)

R: Relevance: Is what you are saying important to your clients?

O: Originality: Is what you are doing original? Are you distinctive as a person?

I: Impact: Are you delivering what you promise? Are you making an impact?
Thinking like your clients: Would you recommend this PT business to your friends/family?

