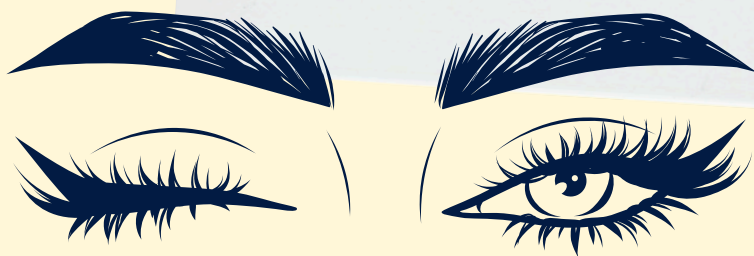
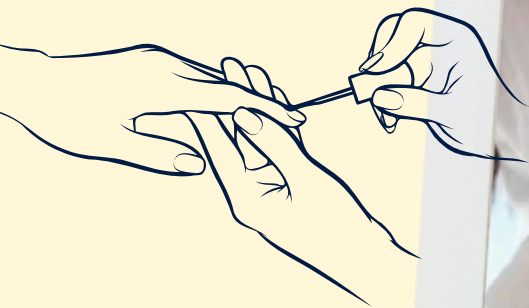
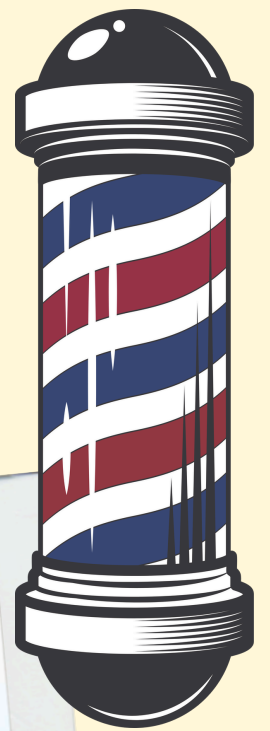
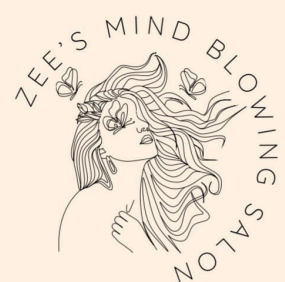


Life Coaching tips for Barbers, Hairstylist, Lash / Nail Tech



By Life Coach Zainab Achmat





FILM NEGATIVE

FILM NEGATIVE



LM NEGATIVE

Define your **vision**
of your business
and the end
result each client
must experience
to ensure they
will not only
return back but
they will also
refer you

Definition of a Vision Statement

In business, a **vision statement** is a concise, forward-looking declaration that articulates a company's long-term aspirations and **desired future state**, serving as a guiding for strategy and inspiring employees.



Why is it important to have a business vision statement



A business vision statement is a crucial element for any organization, providing a clear direction and purpose.

Clarity and Direction

- **Defines the company's purpose:** A vision statement clearly articulates the company's values, and objectives.
- **Provides direction:** It serves as a guiding light for decision-making, ensuring everyone is working towards a common goal.

Strategic Planning



- **Sets long-term goals:** A vision statement outlines the company's aspirations and long-term objectives.
- **Inspires innovation:** It encourages creativity and innovation, driving the company to achieve its vision.

Employee Engagement and Motivation



- **Unifies employees:** A shared vision statement fosters a sense of unity and purpose among employees.
- **Motivates employees:** It inspires employees to work towards a common goal, boosting morale and productivity.

External Communication

- **Communicates values:** A vision statement clearly conveys the company's values and purpose to stakeholders.
- **Differentiates the company:** It sets the company apart from competitors, showcasing its unique strengths and values.



Accountability and Evaluation

- **Provides a benchmark:** A vision statement serves as a benchmark for evaluating progress and success.
- **Encourages accountability:** It promotes accountability among leaders and employees, ensuring everyone is working towards the same goals.



Tips on how to write your vision statement



- Focus on the future
- Keep it short and concise
- Use clear and simple language
- Make it aspirational and motivating
- Align it with your values and goals
- Be specific and unique

Powerful questions to help you write your **vision statement**



- What are your core values?
- What makes your business unique?
- Where do you want your business to be in 5-10 years?
- What are your long-term goals?
- What do you want your business to be known for?



Example Vision Statement

"In the next **(how many years, Company name)** will be the leading provider of **(your product/service)** in **(your industry)**, known for **(your unique value proposition)** and committed to **(your core values)**."

