



“*This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one.*” – George Bernard Shaw

If you never had to work another day in your life, how would you spend your time instead of working? This question and your answer may not seem to have much to do with your job or your business for that matter. But, indeed, it hits to the very core. When you incorporate your life purpose, business purpose and a vision for both, the time that you spend working will become much more satisfying and rewarding. In addition to your personal satisfaction, a purpose and vision for your business will help you to create a map to whatever success that you desire.

In the business world and in life in general, we are taught to set goals and reach for them. Success comes by meeting and exceeding those goals. While this is all true and a worthy accomplishment, purpose and vision goes beyond goals. Your vision is your ultimate destination. A great example of vision can be found in the story of IBM’s climb to success. Tom Watson, the founder of IBM said, “... at the very beginning, I had a very clear picture of what the company would look like when it was finally done. You might say I had a model in my mind, of what it would look like when the dream – my vision- was in place.” (As quoted in *The E Myth Revisited - Why Most Small Businesses Don’t Work and What to Do About It* by Michael Gerber.) That vision caused the company to act in a certain way and to set certain goals, all of which led to its eventual success.

When creating a vision for your company, or even your personal life, it is important to keep your purpose in mind. Purpose is your reason for being alive. What is it that you or your company have to offer that sets you apart ... that fulfills you? Peter M. Senge, author of *The Fifth Discipline: the Art and Practice of the Learning Organization*, explains the differences between vision and purpose. He says, “Purpose is similar to a direction, a general heading. Vision is a specific destination, a picture of a desired future. Purpose is abstract. Vision is concrete.”

Purpose and vision work together and neither is complete without the other. Senge says that “a vision with no underlying sense of purpose, no calling, is just a good idea” and that “purpose without a vision has no sense of appropriate scale.”

Developing a purpose and a vision takes time and a lot of thought. But taking the necessary time can mean the difference between a fulfilling business or career that serves your needs and one that is a master to its slave ... you.

I specialize in helping businesses as well as individuals to create a purpose and a vision that will take them wherever they desire. I can help you to fine tune your vision until it is so clear that even your clients will see it. Call me for a consultation customized to you.

Sincerely,
Kathryn Wardle
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