

Creating Your Vision

Coaching Questions

What is a BHAG?

- It is a Big Hairy Audacious Goal. Billion dollar companies use visions & BHAGs to help motivate their employees, suppliers, and the management team.
- The idea behind a BHAG is that it is very difficult to reach (sometimes even impossible), but it is something that guides the way for all actions of the company and even individuals within the company.

Is it big enough?

- Having something that is too easy, or reaches too low will not stretch you or your employees sufficiently. For example, if a sales person came up with their own sales targets, many of them will come up with something that is easy as they would prefer to have less pressure.
- On the flip side, if it is not achievable, people may give up as they don't even want to bother trying to do something that appears impossible.

What is the planning timeframe for BHAG?

- If you are a start-up, your timeframe should be less than 3 years for your timeframe. With your business changing directions every 6 months, it would be a waste of time to create a vision that was 5 or 10 years.
- If you are a small or medium-sized business, your vision would be set up for 5 years in advance. To remain nimble, open to the changing environment and to remain flexible, a 5 year window is best.
- If you are a large organization, you are able to look at the 10 year window. But even billion dollar organizations are often satisfied to review their vision for a 10 years window.

How will you know if you have reached your vision?

If you want to know if you have hit your target, make sure that your vision / BHAG is measurable. To create this type of a vision, make sure that your vision is SMART;

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Some of the best visions are not achievable as they are qualitative (no fixed number / subjective). Subjective visions statements mean that you will never know if you have reached it, but it will also mean that your company will always have something to strive for.

Examples:

Teekay Shipping: To become the largest water transportation company for the oil & gas industry within 10 years.

Coca-Cola's: To become the largest beverage company on Earth. This includes all beverages from water, coffee, tea, alcohol, to carbonated beverages.

Small Business Solver: To become the world's most trusted small business advisor.

