

## YOUR TURN

### **CREATING AND BUILDING A PLAN TO ACHIEVE YOUR BIG-VISION EXERCISE**

Now is the time to take all that you've learned in this chapter and all the notes you've jotted down and use them to create your first official big-dream vision statement.

Describe how you see your life ten to twenty-five years from now. Make it as detailed as possible, as if you're writing a news article about your life at that time. Write about your professional career, your family, your personal life, your hobbies, your health, your finances, your spiritual health, your values and what you stand for. Note how you spend your time, where you live, what you enjoy doing. The more descriptive you can make it, the better.

Next, write out your goals for the next three to five years. Taking the time to do this can make your long-term vision seem much more manageable and ensure that what you're working on today are stepping-stones to where you'd like to be in the future.

When creating these goals, ask, "What things do I want to accomplish over this time frame?" Your goals should be focused on major achievements you're targeting, new or improved skills, expertise or experiences you'll need to build. These are the major milestones designed to best position you to achieve your long-term vision. To help organize your thoughts, think of them in terms of categories:

- a. Professional Goals
- b. Personal Health Goals
- c. Spiritual Goals
- d. Financial Goals
- e. Family Goals

Later, we'll work on creating annual and quarterly priorities necessary to move toward achieving these three-to-five year objectives.

Below is the vision statement I created for myself back in 2005. Feel free to use it as an example to help you get started. Or use your own creativity to create a vision that inspires you. You may even want to take this vision statement and create a visual representation, or vision board, of your limitless future.

**PETER G. RUPPERT**

**Personal Vision Statement**

**November, 2005**

As I look to the future, every day will be bright and full of opportunity. I will wake up each day with a zest for life and full of energy to do great things. I will honor God and strive to do his will on this earth. I will make my family my top priority and have a strong, loving, and ever-improving relationship with my wife. I will be an outstanding father and invest in creating great one-on-one relationships with each of my children. I will be there to support, encourage, and discipline them while ensuring that they learn to deal with disappointment,

understand the value of hard work and dedication, and passionately pursue their own dreams.

By the time I am 43, I will have started my own company where I will create a national, industry-leading organization that attracts talented people committed to our company vision and who are empowered to achieve their potential through significant responsibility, authority, and accountability in their individual roles. Ideally, the company I start will be in an industry focused on helping people improve their lives. By the time I am 53, I will have created a personal net worth of \$ \_\_\_\_\_ and will earn \$ \_\_\_\_\_ annually.

I will maintain a balanced life at all times and will strive to continually stretch myself and learn new things. I will continue to enhance my leadership skills and my speaking skills so that someday I can get paid for my public speaking. I will strive to be a leader who attracts other leaders and who reaches out to and mentors young people. Finally, I will give back in both financial and personal ways to help the young and the struggling.

When life is complete, people will remember me for having a great marriage, for raising great kids who are successfully pursuing their dreams, and for a successful career that had a positive impact on the lives of many and was a changing force for the better in America.

**MY BIG VISION (10-25 YEARS FROM NOW)**

Clearly lay out details of your extraordinary life 10-25 years from now. Think of a news article describing your life at that time. Write about your professional career, your family, your health, your finances, your faith, your values, etc.

**MY 3-5 YEAR GOALS/MILESTONES**

List major achievements you are targeting, new or improved skills, expertise, or experiences you'll need to build.

**Professional Goals**

**Personal/Health Goals**

**Family/Relationships Goals**

**Financial Goals**

**Spiritual Goals**

## DIG DEEPER

### READ

- ***The Art of Dreaming Big*** by Lu Anne Puett
- ***Trillion Dollar Coach: The Leadership Playbook of Silicon Valley's Bill Campbell*** by Alan Eagle, Eric Schmidt and Jonathan Rosenberg
- ***Life in Motion: An Unlikely Ballerina*** by Misty Copeland and Charisse Jones
- ***The Vision Board: The Secret to an Extraordinary Life*** by Joyce Schwarz

### LISTEN

- ***TED Radio Hour*** podcast
- ***How I Built This*** podcast, hosted by Guy Raz
- ***Dream Big*** podcast with Bob Goff
- ***The Learning Leader*** podcast with Ryan Hawk

### WATCH

- ***The Power of Vision*** by Joel Barker – Discovering the Future Series by Media Partners
- ***The Secret*** by TS Production, LLC
- ***Jim Carrey's 2014 commencement address*** at Maharishi University of Management
- ***How to DREAM Big and achieve your goals and dreams.*** | Ian Hacon – TEDxNorwichED
- ***How to Create a Vision Board video*** by Jack Canfield.  
<https://youtu.be/iamZEW0x3dM>

---

## ACTION STEPS

### SHOW AND TELL

Now that you have your vision and goals written out, it's time to take some action!

First, find at least one or two people with whom you can share your new vision statement and the shorter-term goals to get you there. Ask them questions to probe whether they have ideas for an even larger vision you can aspire to.

Next, go back and revise your vision based on what you've learned. Did you discover ways you could make it even bigger? In what ways might you stretch yourself even further than you'd imagined as you write out this second draft?

Finally, find a visible place to keep your vision so that you can readily see it and read it every day. Make a plan to formally revisit your vision statement and goals regularly (typically every year for your vision and every ninety days for your goals) and mark the dates on your calendar so you can ensure you'll make it happen!

**Review your long-term vision statement again.**

**Is it big enough? If not, revisit and make it bigger.**

**Who can you share your new vision with?**

**Where can you post it so you see and read it every day?**