



VIVID VISION WORKSHOP

Workbook

DECIDE. ALIGN. EXECUTE.

For owners building businesses that grow people, increase freedom, improve operations, and create lasting impact.

WHAT A VIVID VISION IS

A Vivid Vision is a written description of what your company looks like, acts like, and feels like three years in the future.

THE SIMPLE DEFINITION

It is the finished-state description of the business. It explains what is true when the vision has already happened. It gives your team and key relationships enough clarity to help make sentence after sentence come true.

IT IS NOT

- A one-sentence mission statement.
- A list of tactics.
- A quarterly scorecard.
- A private dream document that no one else sees.
- A way to make every decision alone.

IT SHOULD HELP ANSWER

- Where are we going?
- What does great look like?
- Who do we need to become?
- What needs to change?
- Who can help us make this real?

THE THREE-YEAR LENS

Choose the future date you are writing toward. Think far enough out that you can break old patterns, but close enough that the future still creates urgency.

TODAY'S DATE

THREE-YEAR DATE

COMPANY NAME

OWNER ROLE IN THE FUTURE

FAST FUTURE SCAN

Three years from now, what has changed that makes you proud?

What do people inside the company say feels different?

What do your best customers say about the company?

What are you no longer doing as the owner?

LIFE BY DESIGN

The point of building a stronger business is not to become trapped inside a bigger one. The future company should support the life you want, the family you want to be present for, and the impact you want to make.

Family and relationships: What is true about your presence, energy, and availability?

Hobbies and fun: What do you do outside of work that makes you interesting and alive?

Health and fitness: What routines, standards, and results are normal now?

Faith, growth, and reflection: What practices keep you grounded?

Travel and experiences: Where are you going, and what do you have time to enjoy?

Freedom: What does your calendar prove about the business you have built?

CURRENT STATE SNAPSHOT

Get honest before you write the future. You cannot create alignment if you are unclear about the starting point.

WHAT IS TRUE RIGHT NOW

What is working better than most people realize?

What is broken, inconsistent, or too dependent on you?

Where are you still acting like the operator instead of the owner?

What drains the most energy from you or your best people?

THE ONE BIG PROBLEM TO SOLVE: If solving one problem would unlock the most momentum, what is it?

LEADERSHIP AND OWNER ROLE

A stronger company requires a clearer owner. Describe the leader you have become and the role you are no longer willing to play.

In the future, my highest-value work as the owner is:

My leadership team now owns these decisions without waiting on me:

The meetings, scorecards, and rhythms that keep us aligned are:

My calendar proves I am leading because:

TEAM AND CULTURE

Culture should attract the right people and repel the wrong people. Write the standards so clearly that the right people lean in and the wrong people opt out.

A players: What do your best people consistently do?

Non-negotiables: What behavior is not tolerated here?

Core values in action: What behaviors prove the values are real?

Coaching rhythm: How often do leaders meet one-on-one with direct reports?

Praise and confidence: How do leaders build people up consistently?

Accountability: How do accountable people own results without drama?

CUSTOMERS AND MARKET

Write from the perspective of the clients, customers, partners, and market you serve. Their words are proof that the vision is working.

Our ideal clients describe us this way:

The specific results we are known for are:

The testimonials, referrals, and repeat business now say:

The market sees our company as:

OPERATIONS AND SYSTEMS

A business that depends on memory, heroics, and last-minute saves will not create freedom. Describe the systems that make great work repeatable.

Delivery: What is documented, measured, and repeatable?

Meetings: What rhythms create clarity without wasting time?

Project management: How does work move from idea to done?

Dashboards: What numbers tell the truth every week?

Technology: What tools make work simpler, faster, and cleaner?

Quality: How do you catch problems before customers feel them?

FINANCE AND GROWTH

Revenue only matters if it creates strength. Describe the financial engine you have built and the decisions that make growth cleaner.

Our revenue is healthier because:

Our profit and cash position are strong because:

We allocate capital with discipline by:

The owner has more freedom and fewer financial surprises because:

MARKETING, BRAND, AND PR

Describe the brand authority you have earned. Do not settle for more leads if the real goal is better-fit opportunities, stronger positioning, and trust before the first conversation.

Brand position: What are you known for that competitors cannot easily copy?

PR and media: What would an article say about the company?

Lead quality: What makes future opportunities better than today?

Community reputation: How are you talked about locally?

Content and proof: What stories, case studies, and results are visible?

Partnerships: Who is proud to refer, endorse, or work beside you?

COMMUNITY AND IMPACT

Bridge is built around growth, connection, and impact. Your Vivid Vision should include the good your business creates beyond the balance sheet.

The people, causes, or communities we are proud to support are:

Kansas City is better because our company:

Our team participates in generosity and service by:

Our success creates ripple effects through:

DELEGATION AND OWNER GENIUS

Continue to delegate everything except genius. If the future company requires a different owner role, these responsibilities need to move.

WHAT NEEDS TO COME OFF MY PLATE

KEEP BECAUSE IT IS GENIUS WORK

DELEGATE, DELETE, OR REDESIGN

FIRST RESPONSIBILITY TO TRANSFER

TASK	<hr/>
WHO OWNS IT NEXT	<hr/>
TRAINING METHOD	<hr/>
DEADLINE	<hr/>
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THE SHARING PLAN

The Vivid Vision becomes powerful when the right people read it and know how they can help make it true.

WHO NEEDS TO READ IT

- Leadership team
- Employees
- Key customers
- Strategic partners
- Banker
- Attorney
- Accountant
- Marketing partners
- Vendors
- Family

SHARING MAP

PERSON OR GROUP

WHY THEY NEED IT

WHAT I WANT THEM TO UNDERSTAND

WHEN I WILL SHARE IT

COMMITMENT PAGE

Clarity without commitment fades. Write the decision you are making before you leave the room.

MY VIVID VISION DRAFT WILL BE COMPLETED BY _____

MY ACCOUNTABILITY PARTNER IS _____

OUR FOLLOW-UP DATE IS _____

MY COMMITMENT

SIGNATURE

Signature

Date

Bridge

MASTERMIND KANSAS CITY

BUILD WHAT LASTS

Bridge Mastermind is a Kansas City community for serious owners, investors, and entrepreneurs who want to scale businesses, do life together, and make a real impact.

Grow. Connect. Change the world together.

BRIDGE MASTERMIND KANSAS CITY