



# Strategic MAP

For my business & my life

Creating my unique journey

# MAP

## TO REACH MY DESTINATION

Mining | Assessing | Planning

### MAP Summary

The first step on a journey is to identify a destination. We are on an amazing trip, one where we can “*write our own ticket*” and MAP our own course. Where and how we go – we decide.

### **Determining the destination (*Begin with the end in mind*)**

Vision – What will my life look like in 3 years? What will my life look like when I’m not running my businesses? What does my business look like when I’m not running it? What legacy would I like to leave?

### **MAPping the course to your destination**

#### Stepping back (**Mining the past**)

Too often the day to day, month to month busyness consumes you. Once in a while you need to step back and “mine” the past for nuggets of gold that have value for understanding the present and planning the future. Stepping back to “mine” the past reminds you where you came from, what shaped you, what made you start our business and what you wanted for and from your business.

#### Who are you? Where are you now? (**Assessing the present**)

This is a great time to look around, enjoy the scenery and take stock of your personal life and how those closest to you enhance the landscape. It is an opportunity to look honestly at your life and determine where you are. Are you living your core values? Are you playing to your strengths? Is there alignment between your core values, your vision, and your plans for the future? As you go through this process each year, it will become a point of reference to show the growth of your business and your personal development.

#### Live your best life (**Planning the future**)

Where do you want to be? What does your life look like when you live your dream? Are you seizing opportunities in your businesses? Are you spending your time doing the things you truly want to do or are you only doing things that need to be done? In other words, are you doing the right things or just doing things right? Are you ensuring there is a balance between your work and the time you spend with loved ones? Are you finding time to fill your spiritual needs?

#### What you’ve learned: (**Looking in the rear view mirror**)

Once all the pieces of the MAP are assembled, stop and ask yourself: What have I learned? Is this the journey you expected to take? Did you take some detours? What did you learn? What has this process taught you about whom you are and where you want to go? What might cause you to misstep or blow your plans? What can you do to prevent that from happening?

# MAP

## TO REACH MY DESTINATION

### MAP Worksheet

#### I. Destination – *Begin with the end in mind*

- What does my business life look like in 3 years?
- What does my personal life look like in 3 years?
- What does my life look like when I'm not running my business?
- What legacy do I want to leave?

#### II. Mining the past

- Where I grew up
- My family of origin
- My schooling / training
- My mentors / influencers
- Significant events that shaped my life
- Describe the background of my business

#### III. Assessing the present

- My Core values
- My Strengths (StrengthsFinder)
- I use my strengths in the following ways
- My current family
- My ways of relaxing and enjoying life
- The description of my business
- Why my customers do business with me
- Three challenges I face in my business
- My purpose in life
- I'll Know I'm successful when

#### IV. Planning the future

- Three opportunities for my business
- My goals for my business for the upcoming year
- My goals for my personal life for the upcoming year
- The actions I will take to achieve my business goals - including timeline
- The actions I will take to achieve my personal goals – including timeline
- The fears I have about achieving my goals and reaching my destination
- The strategies I will use to overcome my fears

#### V. Looking in the rearview mirror

- What insights have I gained from this process