



Business
Development

Vision and Mission

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Welcome to this seminar in the field of Business Development in The Business Coaching Programme. My name is Torgny Veibäck. This seminar is about the importance of having visions for your business and knowing what your mission is.

Vision

A situation you dream of

Gives:

- **Direction**
- **Motivation**

A Vision is like a good dream, something you are longing for. You think: Oh, that is how I want things to be in the future. Making your vision clear gives you a direction to strive at. Which we all need to have – in life and not least in business.

The vision is also motivating and energising you.

Even if it is a hard and strenuous work the vision will keep you going.

You will be praying that your dream, your vision will come true every morning when you get up and every evening before you fall in sleep.

Gods Vision

The Lords prayer: Math 6:17

**Our Father in heaven, hallowed be your name.
Your kingdom come, your will be done,
on earth as it is in heaven.**

Give us this day our daily bread.
and forgive us our debts,
as we also have forgiven our debtors.
And lead us not into temptation,
but deliver us from evil.

Gods Vision: His Kingdom on earth as in Heaven

Gods had a vision when he created the earth: **The paradise – Heaven on earth.** When the disciples ask about how to pray Jesus start with praying about Gods vision: Let the Kingdom of God come: His kingdom is where his name is praised and his will is done.

In his kingdom everyone has **bread** and all other physical needs we have. **Forgiveness** – peace and harmony, free from all the **evil actions** we are tempted to do all the time. Shalom – The kingdom of heaven.

God new it was an utopia but he acted to get things going in that direction. And Jesus got motivated of this vision.

What is your Vision?

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Alice: Please, tell me which way to take.
– It depends on whereto you want to come.
– I don't know.
– Then, it doesn't matter which way you choose to go.

Do you know whereto you want to go?

What to accomplish?

- For special customers?
- With special qualities?
- With special methods?

- **Direction**
- **Motivation**

Is your vision in line with Gods vision?

You might have read the story of Alice in the wonderland? She goes astray in the wilderness. There she meet the cat:...

1 You need a vision to **know whereto you want to go**. Do you have a clear vision for your business? Do you have something specific to accomplish in life – For some special customers? With special qualities?

2 Beware: You will go astray without the direction the vison gives you. And if the vison isn't clear for you you wont have the same motivation.

3 Is your vision in line with Gods vison? – The Kingdom of God on earth? Your vision shouldn't be averse from the vision of God – The Kingdom of God.

Jesus' Mission

Math 9:35-36

And Jesus went throughout all the cities and villages, **teaching** in their synagogues and **proclaiming the gospel of the kingdom** and **healing** every disease and every affliction. When he saw the crowds, he had **compassion** for them, because they were harassed and helpless, like sheep without a **shepherd**.

**Jesus mission:
Teaching and Practicing: helping, healing, leadership**

Jesus Mission was to get the idea of the kingdom in the people's minds.

You know that he started with a small group of disciples. Teaching them and coaching them through "Learning by doing".

Then they went around Teaching and telling about Gods will – the Kingdom of God.

They were practicing towards the vision by healing and helping people and showing compassion.

And Jesus saw the lack of good leadership which is so needed. That's the great need also today in society, politics, church, business.

We all need good leaders. Do you also feel as a sheep without a shepherd?

What is your Mission?

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When the wine ran out, the mother of Jesus said to him, "They have no wine." And Jesus said to her: "Woman, what does this have to do with me? My hour has not yet come." John 2:3-4



- **Build on your talents**
- **Find the need where you can serve, help, develop or improve.**

Make your mission clear!

Do you have a coach to help you keep the direction and pace?

Jesus began his business at a wedding party in Cana, making water to wine. He was uncertain if this was the right time. Maria had to push him. And he knew that God would make a miracle if it was the right time. This gave him an enormous publicity. Everyone was talking about the miracle and him. After that he was motivated to go along step by step guided by the great vision of God.

Do you recognize the situation from your own business life? – Having a vision but not knowing your next steps. It's not unusual. Where and when to start? Do as Jesus did: With your passion or talent.

1 How do you progress towards your vision, your passion? Start with your talents! What serve, help or to develop and improve?

2 Make your **mission clear and practical. Which methods to use? Which steps to take.**

3 Do you have a coach to help you keep the direction and pace? Otherwise find one now!

Make your vision and mission clear!

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- 1. Make clear your vision and mission.**
- 2. Pray and reflect over them.**
- 3. Find and talk with a coach**

Photos: Scott Murdoch

To make your vision and mission clear for you write them down in short sentences.

Talk with God about them and meditate over in which way they match Gods vision “The Kingdom of God on earth”.

Then talk with a coach about how to continue to realize your vision and mission.

Coaching questions

- Describe your vision in short words.
Max 3 sentences.
- How is your vision aligning with Gods vision?
- Describe your mission in short words.
Max 3 sentences.
- With the mission in mind, what will you start to develop in your business first of all?
Maximum 3 things!

Discuss these questions with your coach.
God bless you in developing your business.