



A professional portrait of a woman with long, dark, wavy hair, smiling warmly at the camera. She is wearing a light-colored, possibly cream or off-white, blazer over a blouse with a bold, abstract pattern in shades of blue, yellow, and black. She is seated on a light grey, textured surface, with her hands resting on her lap. The background is a dark, solid color. The lighting is soft and even, highlighting her features.

[illegible]



Today's Purpose

- Imagine your company thriving a century from now. What legacy have you created?
- What if you could shape the future of your industry with your vision today?
- Do you believe that your current vision is big enough to outlast you?
- How can your company's long-term vision inspire daily decisions and innovations?

Receive free weekly tools: aforceforgood.biz/weekly-tool



Welcome to the Force for Good ToolKit Series

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- The Force for Good System is an elevated model of leading scalable, perpetual growth, while increasing your personal prosperity and freedom.
- This series empowers founders to elevate *how* their company operates but using the Force for Good ToolKit.
- In each mini workshop we introduce tools and mindsets that help you, your team, and your company grow and prosper.
- By implementing the Force for Good Business Operating System tools one by one with your team, you will:
 - Develop a system for perpetual growth – impact, scale, profit.
 - Empower your team to maximize their impact daily.
 - Become a high-performance, high-impact CEO.
 - Help every team member grow as a leader.
 - Build a self-managing company that thrives with or without your daily involvement.
 - Foster personal freedom and prosperity.

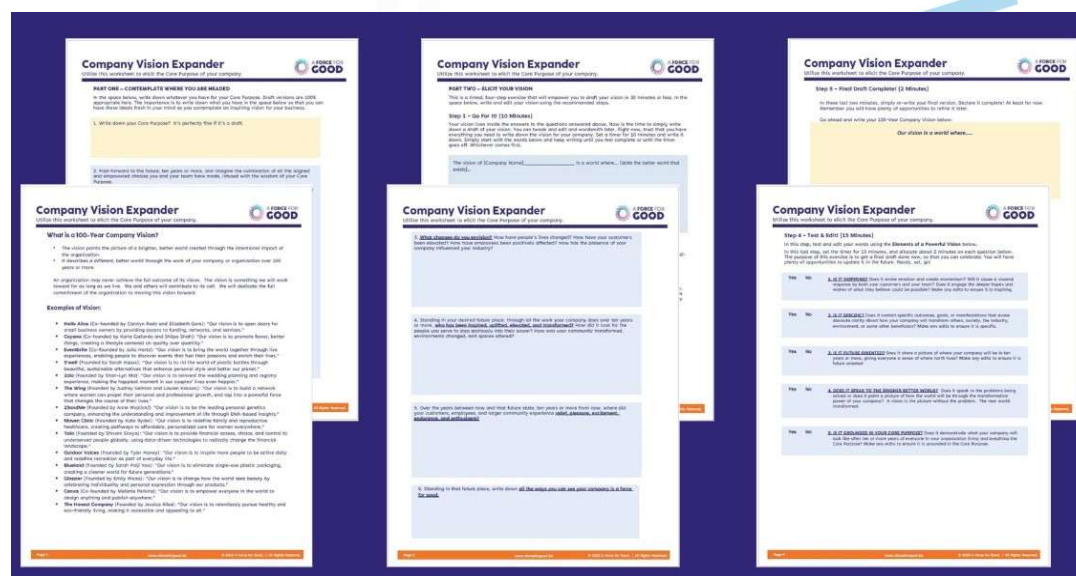
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Today's Focus: 100-Year Company Vision

Receive free weekly tools: aforceforgood.biz/weekly-tool

- 100-Year Company Vision – A vivid picture of the impact and goodness you intend to create for customers, employees, and the larger community you serve through living the 100-Year Company Vision and Core Values over a long period of time.
- Today's Tool: Company Vision Expander.
- Workshop Goals:
 1. Use the Vision Expander Tool.
 2. Define your 100-Year Company Vision.
 3. Identify one High-Potency Action to enhance your company's growth and impact.
- Download the Company Vision Expander now!





The Brighter Future You Envision

- What would meaningful success look like to you in the next 12 months?
- Bring this most essential goal in your heart.
- Write down your goal now.
- Circle it with loving light.
- As you circle it, call forth the wisdom within you and your team to help this breakthrough happen beautifully.

100-Year Company Vision





What is a 100-Year Company Vision?

- The vision paints the picture of a brighter, better world created through the intentional impact of the organization.
- It describes *a different, better world* through the work of your organization.
- Your company may never achieve the full outcome of the vision.
- The vision is something you will work toward for as long as you and all of your successors live.
- You will dedicate the full commitment of the organization to moving this vision forward.

What is the positive transformation your company would like to contribute to the world?





Why have a 100-Year Vision?

- **Long-Term Strategic Alignment:** Ensures decisions support enduring goals, minimizing short-term distractions and supporting sustained growth.
- **Inspiring and Unifying the Team:** Creates a rallying point that fosters purpose and reduces founder dependence by empowering team ownership.
- **Attracting High-Caliber Talent and Investors:** Draws committed talent and investors attracted to a clear, ambitious vision promising long-term growth and stability.
- **Enhancing Brand Reputation and Customer Loyalty:** Builds a purpose-driven brand that deepens customer engagement and fosters loyalty.
- **Driving Innovation and Adaptability:** Encourages proactive anticipation of trends and continuous innovation, ensuring relevance and competitiveness.
- **Reducing Operational Dependency on the Founder:** Facilitates delegation, reducing bottlenecks and enhancing smooth operations without daily founder input.
- **Creating a Legacy:** Focuses on establishing a lasting impact that transcends generations, embedding the founder's values into the company's future.
- **Personal Satisfaction and Fulfillment:** Offers founders a sense of long-term purpose and renewal, aligning personal aspirations with professional achievements.



Examples of Vision

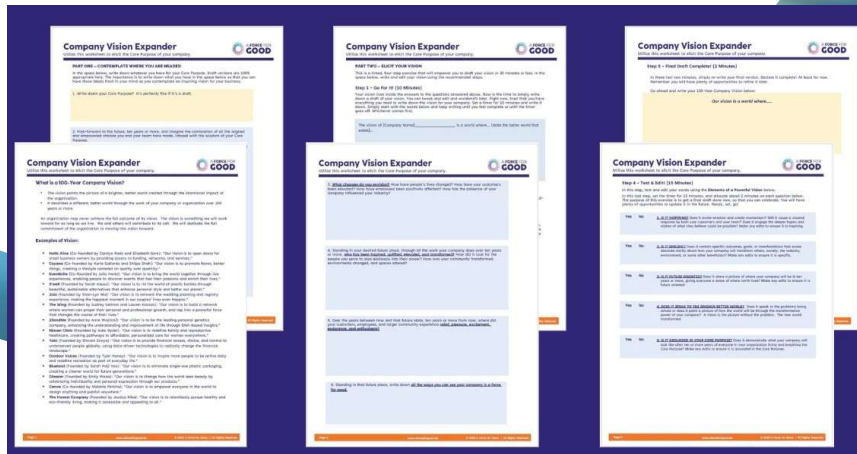
- **S'well (Founded by Sarah Kauss):** "Our vision is to rid the world of plastic bottles through beautiful, sustainable alternatives that enhance personal style and better our planet."
- **23andMe (Founded by Anne Wojcicki):** "Our vision is to be the leading personal genetics company, enhancing the understanding and improvement of life through DNA-based insights."
- **Maven Clinic (Founded by Kate Ryder):** "Our vision is to redefine family and reproductive healthcare, creating pathways to affordable, personalized care for women everywhere."
- **Tala (Founded by Shivani Siroya):** "Our vision is to provide financial access, choice, and control to underserved people globally, using data-driven technologies to radically change the financial landscape."
- **Blueland (Founded by Sarah Paiji Yoo):** "Our vision is to eliminate single-use plastic packaging, creating a cleaner world for future generations."
- **Canva (Co-founded by Melanie Perkins):** "Our vision is to empower everyone in the world to design anything and publish anywhere."

Notice:

- Speak to a long-term, almost impossible ideal outcome.
- Inspire the hope and possibility of a better world that does not currently exist.



Company Vision Expander



Contemplate Where You Are Headed

Elicit Your Vision

- Go For It!
- Shake-Shake-Shake!
- Get Specific!
- Test & Edit!
- Finalize!




Company Vision Expander

Part One – Contemplate Where You Are Headed

- Write down your current Core Purpose.
- What does the world look like 100 years from now?
 - Healthtech Company: "Our solutions create a world where geography no longer dictates the quality of healthcare. Every community, regardless of its remoteness, has access to exceptional medical care, fundamentally erasing disparities in health outcomes."
 - CPG Company: "Sustainability is now second nature. Our products pioneer a movement towards zero-waste living. Every item we produce supports a vision of a planet where future generations thrive in harmony with their environment."
 - SaaS Company: "We envision a world where businesses operate at the pinnacle of efficiency and innovation. Our software transforms the way industries work, enabling a new era of productivity that fuels growth and fosters a culture of continuous improvement."
 - Professional Services Company: "Our vision is a society where conflicts are resolved through understanding and collaboration, not litigation. We empower organizations and individuals to achieve justice and resolution through dialogue, fundamentally changing how disputes affect lives and communities."

Company Vision Expander

Utilize this worksheet to elicit the Core Purpose of your company.



PART ONE – CONTEMPLATE WHERE YOU ARE HEADED

In the space below, write down whatever you have for your Core Purpose. Draft versions are 100% appropriate here. The importance is to write down what you have in the space below so that you can have these ideals fresh in your mind as you contemplate an inspiring vision for your business.

1. Write down your Core Purpose? It's perfectly fine if it's a draft.

2. Fast-forward to the future, ten years or more, and imagine the culmination of all the aligned and empowered choices you and your team have made, infused with the wisdom of your Core Purpose.

What does the world look like one hundred years from now when you consider all the ways your company has created goodness for your customers, your team members, and your expanded community? Paint a picture of the possibilities.

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Company Vision Expander

Part One – Contemplate Where You Are Headed, cntd.

- What changes do you envision?
- Examples:
 - Healthtech Company: "Our solutions have decreased the average hospital readmission rates by 30% and expanded healthcare access to rural areas."
 - CPG Company: "Our products have replaced over 1 million plastic containers with biodegradable alternatives in our first year alone."
 - SaaS Company: "We have helped over 500 companies reduce project completion times by 40%, enhancing productivity across sectors."
 - Professional Services Company: "Our mediation services have increased client dispute resolutions by 50% without court intervention."

Company Vision Expander

Utilize this worksheet to elicit the Core Purpose of your company.



3. What changes do you envision? How have people's lives changed? How have your customers been elevated? How have employees been positively affected? How has the presence of your company influenced your industry?

4. Standing in your desired future place, through all the work your company does over ten years or more, who has been inspired, uplifted, elevated, and transformed? How did it look for the people you serve to step gloriously into their power? How was your community transformed, environments changed, and spaces altered?

5. Over the years between now and that future state, ten years or more from now, where did your customers, employees, and larger community experience relief, pleasure, excitement, endurance, and enthusiasm?

6. Standing in that future place, write down all the ways you can see your company is a force for good.



Company Vision Expander

Part One – Contemplate Where You Are Headed, cntd.

- Where have your customers and community found relief or excitement due to your efforts?
- Examples:
 - Healthtech Company: "Patients express relief and gratitude for our user-friendly platforms that reduce the stress of managing chronic conditions."
 - CPG Company: "Our community workshops on sustainable living have inspired families to adopt more eco-friendly practices, creating a ripple effect in the community."
 - SaaS Company: "Our clients are excited about the integration capabilities of our software with other tools they use, which significantly boosts their operational efficiency."
 - Professional Services Company: "Our clients have found peace of mind knowing they are compliant with the latest regulations thanks to our proactive updates and training sessions."

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Company Vision Expander

Part One – Contemplate Where You Are Headed, cntd.

- Who has been inspired, uplifted, elevated, and transformed?
- Examples:
 - Healthtech Company: "Patients in remote areas now have regular access to specialist consultations, improving their health outcomes."
 - CPG Company: "Families are able to maintain healthier lifestyles with our organic, chemical-free home products."
 - SaaS Company: "Small businesses utilize our software to streamline operations, allowing owners more time to focus on growth rather than administrative tasks."
 - Professional Services Company: "Non-profits we've partnered with have doubled their outreach potential through improved legal frameworks and compliance."

Company Vision Expander

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Company Vision Expander

Part One – Contemplate Where You Are Headed, cntd.

- Outline all the ways your company is a force for good.
- Examples:
 - Healthtech Company: "We are paving the way for a future where healthcare disparities are significantly reduced through our technology."
 - CPG Company: "Our commitment to zero-waste products is helping reduce landfill waste and encouraging other companies to rethink packaging."
 - SaaS Company: "By automating mundane tasks, we free up creative potential, allowing individuals and companies to focus on innovation."
 - Professional Services Company: "We ensure that small businesses have the same legal protections as large corporations, leveling the playing field in the marketplace."

Company Vision Expander

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6. Standing in that future place, write down all the ways you can see your company is a force for good.



Company Vision Expander

Part Two – Elicit Your Vision

- Go for it! *"The vision of [Company] is a world where..."*
- Shake-shake-shake!
- Get Specific!
- Examples:
 - Healthtech Company: "Our vision is a world where every individual, regardless of geographic location or economic status, has access to personalized, efficient, and compassionate healthcare solutions."
 - CPG Company: "Our vision is a world where consumers universally embrace sustainable living, using products that support a healthy planet and a vibrant community."
 - SaaS Company: "Our vision is a world where businesses of all sizes harness the power of technology to streamline operations, enhance productivity, and foster a culture of innovation."
 - Professional Services Company: "Our vision is a world where every small business and nonprofit has the support to thrive legally and ethically, contributing to a fair and just society."

Company Vision Expander

Utilize this worksheet to elicit the Core Purpose of your company.



PART TWO – ELICIT YOUR VISION

This is a timed, four-step exercise that will empower you to draft your vision in 30 minutes or less. In the space below, write and edit your vision using the recommended steps.

Step 1 – Go For It! (10 Minutes)

Your vision lives inside the answers to the questions answered above. Now is the time to simply write down a draft of your vision. You can tweak and edit and wordsmith later. Right now, trust that you have everything you need to write down the vision for your company. Set a timer for 10 minutes and write it down. Simply start with the words below and keep writing until you feel complete or until the timer goes off. Whichever comes first.

The vision of [Company Name] _____ is a world where... [state the better world that exists]...

Step 2 – Shake-Shake-Shake! (30 Seconds)

Well done! You have your first draft! Take 30 seconds to stand up, move around, and take ten deep full-body breaths! Shake it up for a quick break and go to the next step.

Step 3 – Get Specific! (5 Minutes)

Giving yourself just five minutes, in the space above play with the words you have already written. See how you can make your vision more specific. More vivid. More filled with the feelings and hopes of your company. Focus for five minutes on being specific and illustrative of the good your company intends to bring to customers, employees, and the planet.



Company Vision Expander

Part Four – Test & Edit!

- Use the following criteria to refine your vision:
 1. Is It Inspiring? Does it evoke emotion and create momentum?
 2. Is It Specific? Does it outline clear outcomes or goals?
 3. Is It Future Oriented? Does it provide a clear picture of where your company aims to be?
 4. Does It Speak to a Brighter, Better World? Is it transformative?
 5. Is It Grounded in Your Core Purpose? Does it reflect your core mission and purpose?

Company Vision Expander

Utilize this worksheet to elicit the Core Purpose of your company.



Step 4 – Test & Edit! (15 Minutes)

In this step, test and edit your words using the Elements of a Powerful Vision below.

In this last step, set the timer for 15 minutes, and allocate about 2 minutes on each question below. The purpose of this exercise is to get a final draft done now, so that you can celebrate. You will have plenty of opportunities to update it in the future. Ready, set, go!

Yes No **1. IS IT INSPIRING?** Does it evoke emotion and create momentum? Will it cause a visceral response by both your customers and your team? Does it engage the deeper hopes and wishes of what they believe could be possible? Make any edits to ensure it is inspiring.

Yes No **2. IS IT SPECIFIC?** Does it contain specific outcomes, goals, or manifestations that evoke absolute clarity about how your company will transform others, society, the industry, environment, or some other beneficiary? Make any edits to ensure it is specific.

Yes No **3. IS IT FUTURE ORIENTED?** Does it share a picture of where your company will be in ten years or more, giving everyone a sense of where north lives? Make any edits to ensure it is future oriented.

Yes No **4. DOES IT SPEAK TO THE BRIGHTER, BETTER WORLD?** Does it speak to the problems being solved or does it paint a picture of how the world will be through the transformative power of your company? A vision is the picture without the problem. The new world transformed.

Yes No **5. IS IT GROUNDED IN YOUR CORE PURPOSE?** Does it demonstrate what your company will look like after ten or more years of everyone in your organization living and breathing the Core Purpose? Make any edits to ensure it is grounded in the Core Purpose.




Company Vision Expander

Part Five – Final Draft Complete!

- Write down your final 100-Year Company Vision statement and plan to integrate it into your 4-Page Growth Plan™.
- Examples:
 - Healthtech Company: "Our vision is a world where health disparities are eliminated through accessible, innovative medical technologies and compassionate care."
 - CPG Company: "Our vision is a world where every product consumed enhances the health of our bodies and our planet, creating a sustainable future for all generations."
 - SaaS Company: "Our vision is a world where every organization operates at peak efficiency and creativity, powered by our adaptive and integrative software solutions."
 - Professional Services Company: "Our vision is a world where every small business and nonprofit is empowered with the knowledge and tools to operate sustainably and ethically, contributing to global economic and social justice."

Company Vision Expander

Utilize this worksheet to elicit the Core Purpose of your company.



Step 5 - Final Draft Complete! (2 Minutes)

In these last two minutes, simply re-write your final version. Declare it complete! At least for now. Remember you will have plenty of opportunities to refine it later.

Go ahead and write your 100-Year Company Vision below:

Our vision is a world where.....

Congratulations on creating your Company Vision!
Be sure to add your updated draft to your [4-Page Growth Plan™](#)!

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Acknowledge Insights & Wisdom

- Your core purpose and its role in your vision.
- Clarity on the impact your company can make in the long term.
- Identification of values that will guide your company's actions.
- Visualization of the future state of your industry influenced by your company.
- Steps you will take to begin implementing your vision.



Establish High-Leverage Habits

- Habits that guarantee breakthrough results.
- Which habits can propel your company towards its 100-Year Vision?
- What is one new weekly repeatable habit you can commit to implementing this week to advance your vision?
 - Invite someone to read the Vision at the beginning of every meeting.
 - Launch a 60-second video showing ways the team is moving the vision forward and share everywhere.
 - Honor a member of your team for an action they took that embodied the team vision.
 - Create a newsletter you send to customers and prospects that shares case studies of customer success aligned with the vision of your company.
 - Send out a daily text with a tip that aligns with the Company Vision.

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- Actions that produce significant, measurable impact.
- What is one action you can commit to this week to advance your vision?
 - Have a roundtable with your team to discuss the vision and brainstorm all the ways to align the company with it.
 - Create a training for your bright new vision and deliver it to your team. Then add it to employee orientation.
 - Map a 12-month social media campaign around it.
 - Host a community forum to gather insights and foster engagement.

Choose one
**HIGH-POTENCY
ACTION**
you will take this
week.



Next Steps

- Download the Company Vision Expander by signing up for the Tool of the Week: aforceforgood.biz/weekly-tool/
- You will also receive the three Force for Good Essential Tools:
 - 4-Page Growth Plan™
 - Transformational Map™
 - Seven Rituals of Innovation™
- Install the new High-Leverage Habit
- Take the High-Potency Action

Receive free weekly tools: aforceforgood.biz/weekly-tool



A FORCE FOR
GOOD

The Book

- Purchase the book and gain access to receive the Force for Good ToolKit.
- Instructions for each tool.
- The full System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and mini retreat.
- Mini retreat live every Monday at 12 PM ET.
- Get the recording and links by signing up.

aforceforgood.biz/weekly-tool



Thank you!

Free FFG Tool of the Week:
aforceforgood.biz/weekly-tool