

# Masterclass Summarized Transcript



The image shows a woman with long dark hair, wearing a white blazer over a patterned top, sitting on a grey chair. To her right is a presentation slide with a light green background. The slide features the 'A Force for Good' logo at the top left and the title 'The Future Starts Now! Pioneering Your 100-Year Impact with the Vision Expander' in large, bold, dark blue text. Below the title, there are three overlapping document thumbnails, each titled 'Company Vision Expander' and featuring the 'A Force for Good' logo. The thumbnails show various sections of a document, including headings like 'What is this New Company Vision?' and 'Examples of Vision'.

## Opening Reflection

**“100 years from now, your company is thriving. What is the legacy you will have created?”**

What if the good work of your company could shape the future of your industry—and outlast not just you, but your successor and the one after that? How can your company’s long-term vision inspire daily action?

Today, we’re diving into the practice of creating and installing a **100-Year Vision** for your company. This is part of the *Force for Good Toolkit Series*—a weekly gathering where we roll out a new tool and mini workshop to help you create more prosperity, freedom, and success in your business.

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## The Purpose of the Toolkit

By working with the Force for Good Toolkit, you:

- Elevate how your company operates.
- Build a **system for perpetual growth, impact, scale, and profit.**
- Empower your team to maximize daily impact and grow as leaders.
- Install a **self-managing system** so your company thrives with or without you.
- Foster your own freedom and prosperity as a high-performance CEO.

This week’s focus—your **100-Year Company Vision**—is essential to your success.

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## What is a 100-Year Vision?

Your **100-Year Vision** is a vivid picture of the impact and goodness your company intends to create for:

- Customers
- Employees
- The larger community

It paints a picture of a **brighter, better world** created through your company's intentional impact. Unlike short-term goals, this vision is meant to:

- Transcend your leadership.
- Inspire future leaders of your company.
- Serve as your **North Star** for generations.

**Important Distinction:** Within the Force for Good System, the 100-Year Vision is complemented by the **10-Year Impact Goal** (covered in next week's workshop). While the 10-Year Impact Goal is measurable and actionable, the 100-Year Vision is intentionally aspirational and transformational.

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## Why a 100-Year Vision Matters

A long-term vision:

- Creates strategic alignment and minimizes short-term distractions.
- Inspires and unifies your team by pointing to a shared North Star.
- Attracts top talent who are motivated by purpose.
- Builds stronger connections with customers who resonate with your mission.

- Strengthens your case with investors, who want to know where you're heading.
- Enhances brand reputation and customer loyalty by standing for something bigger.
- Drives innovation and adaptability—clarity about the destination invites creativity in how to get there.
- Reduces dependency on the founder by empowering the team with long-term clarity.
- Builds true legacy and personal fulfillment, giving meaning to daily work.

**Metaphor:** You're not just laying bricks—you're building a cathedral. And that changes how you, your team, and your community experience your company.

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## Examples of 100-Year Visions

Here are examples from well-known companies to inspire you:

- **S'well:** *"To rid the world of plastic bottles through beautiful, sustainable alternatives."*
- **23andMe:** *"To be the leading personal genetics company, enhancing the understanding and improvement of life through DNA-based insight."*
- **Maven Clinic:** *"To redefine family and reproductive healthcare, creating pathways to affordable, personalized care for women everywhere."*
- **Tala:** *"To provide financial access, choice, and control to underserved people globally."*
- **Blueland:** *"To eliminate single-use plastic packaging, creating a cleaner world for future generations."*

- **Canva:** *“To empower everyone in the world to design anything and publish anywhere.”*

Notice that each is **ambitious, long-term, emotionally compelling, and directional**—a big picture vision, not just a tactical goal.

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## Guided Exercise: Crafting Your 100-Year Vision

### Step 1: Imagine the Next 12 Months

- Write down what progress, success, prosperity, and freedom would look like a year from now.
- Choose **one specific, measurable, resonant goal** for the year.
- Circle it with intention: ease, growth, transformation, possibility.

### Step 2: Expand to 100 Years

- Envision your business thriving every day for a century.
- Ask yourself:
  - *What is the positive transformation we contribute to the world?*
  - *What changes do we envision?*
  - *Where do customers and communities find relief, hope, or excitement?*
  - *Who is inspired, uplifted, and transformed through our work?*
- Consider outcomes for **customers, employees, communities, and industries.**

### Step 3: Draft Your Vision

- Write your first version. Don't worry about perfection—capture what feels true.
- Example prompts:

- *“A world where geography no longer dictates quality healthcare.”*
- *“A society where conflicts are resolved through understanding and collaboration, not litigation.”*
- *“A business landscape where zero-waste living is the norm.”*

## Step 4: Refine and Test

Ask of your draft:

- Is it inspiring and emotionally evocative?
- Is it specific with clear outcomes?
- Is it future-oriented and transformative?
- Is it grounded in your **core purpose**?

## Step 5: Finalize Your Statement

Examples:

- *HealthTech*: “A world where health disparities are eliminated through accessible, innovative medical technologies.”
- *CPG*: “A world where every product consumed enhances the health of our bodies and our planet.”
- *SaaS*: “A world where every organization operates at peak efficiency and creativity, powered by adaptive technology.”
- *Professional Services*: “A world where every small business and nonprofit thrives sustainably with access to fair and just tools.”

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## Moving from Vision to Action

### High-Leverage Habits (ongoing, repeatable)

These are intentional practices that, repeated weekly or daily, create breakthrough results:

- Read your vision at the start of every team meeting.

- Share weekly 60-second videos highlighting progress towards the vision.
- Recognize a team member each week for embodying the vision.
- Publish a customer case study newsletter aligned with your vision.
- Send a daily team text or image reinforcing the vision.

**Key Insight:** Growth doesn't come from doing 1,000 things once—it comes from doing a few things 1,000 times.

## High-Potency Actions (one-time, high-impact)

These are bold steps that anchor your vision:

- Host a team roundtable to refine and internalize the vision.
- Deliver a vision training and embed it in onboarding.
- Map out a 12-month marketing campaign around your vision.
- Host a community forum to gather input and build buy-in.
- Share your vision publicly with customers, stakeholders, or investors.

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## Integration into the Force for Good System

- Insert your 100-Year Vision into **Page 1 of your 4-Page Growth Plan**.
  - Use it to align with:
    - **Core Purpose** (why you exist)
    - **10-Year Impact Goal** (what you will tangibly achieve)
    - **Core Values** (how you will behave)
  - Leverage it as a constant source of wisdom, decision support, and inspiration.
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## Next Steps

1. **Download the Tool of the Week:** [Company Vision Expander](#)
2. **Reflect & Share:** Write and refine your 100-Year Vision. Share drafts with your team, community, or directly with me.
3. **Continue the Journey:**
  - Explore *The Force for Good Book* (Chapter 3 covers the Vision Expander).
  - Join the **Growth Accelerator** program for deeper integration.

**Final Reminder:** This work isn't just about your company. It's about building a world where business is a force for good—for customers, communities, and generations to come.

**The world is made better by women-led business.**