

## Hire and fire with your vision statement!

'Vision statement' ... boring, right? ...  
WRONG! Your vision statement is one of your best tools for hiring the right people, first time.

Most people have a vision statement just because their business plan template told them to and then its filed away. When you look around businesses and reception areas, a vision statement is about as common as a penguin in the desert. Who uses a vision statement these days anyway?

Your vision statement can be one of the most powerful tools in your business, but businesses make two crucial mistakes: 1. Their vision statement is not accurate or well constructed and 2. They don't use it to full advantage.

### Hiring right the first time

One of my recent mentoring clients had hired several new people in a row, only to find after a few months that they were not well suited to the company. Sure, they could do the job but that was about it – then he had the hassle of letting them go, wasting months of time and potential business growth. The right employees make a business sing, the wrong employees will drive into the ground. It's that simple.

The solution in this case was to first create a vision for his company: a vision statement that really got him excited about his business. Then he included his vision in everything - including job ads and interviews. His vision sent a clear message about the type of business he was growing and why. Bingo! He



now had applicants that were as excited about delivering the vision as he was and could tell him why. And the usual applicants that were not a match didn't even bother.

### Perfect match

Another of my mentoring clients had already hired a new person but had a growing feeling they weren't quite right... or were they? He couldn't decide.

We got his vision statement right first. Then one simple question gave him the answer: "Will your new employee help you achieve that vision?" The light bulb went on – a Eureka moment! The answer was clear: No. He let the employee go.

*And its not just useful for hiring. Use your vision statement to check your marketing material, quotes, customer service charter, and products. Do they match your vision? Do they deliver your vision?*

*In business, our time is a rare and precious asset that can't be replaced. Don't waste it. Use your vision wisely and you will not only save yourself time and money but see your business soar.*

### Business Coach - David Lennon

david@davidlennon.com.au | 0400 520 471

www.davidlennon.com.au

