



Practice Advancement Program

Execution Workshop

Ideal Brand

Workshop Description

Having a vision provides your business (and life) with meaning, energy, and direction. A vision statement is a guiding beacon when you need to make corrections to stay on track to your intended destination. The Ideal Brand Workshop will guide you to craft (or refine) your vision and growth trajectory and explore the story that brought you to where you are today.

Syllabus

Session One – Beginning with the End in Mind

- Do You Really Need a Personal Vision Statement?
- Why start with WHY?
- From Personal Vision to Business Direction

Session Two – Connecting Your Story to Your Journey

- Who are some of the people and what principles have served to guide and inspire you throughout your life?
- Explore your unique story and journey
- Identify roadblocks and obstacles to your objectives

Session Three – Discovering the WHAT, WHO, HOW, and WHY

- Participants actively write out a Vision Declaration that expresses WHAT they do, WHO they do it for, HOW they do it, WHY they do it, and the ultimate SO THAT outcome they strive to achieve
- Clarify your WHY into a Vision Statement
- Clarify your WHAT into a Purpose Statement
- Clarify your HOW into Mission bullets

Session Four – Amplifying Your Brand through Team Adoption and Client Alignment

- Mature your vision into a “brand promise” that informs your strategy, focuses your team, and inspires your clients
- Discuss ways to encourage team adoption and alignment around the practice’s Vision/Mission/Purpose
- Discuss ways to amplify the practice’s Vision/Mission/Purpose to clients and beyond

***PREREQUISITES:** This workshop is available to Advantage and Premium members who have completed the Ideal Practice Part 1 Course. It is highly recommended to complete this workshop prior to taking the Ideal Services or Ideal Client workshops