



# Do Your Contractor Eyes Need a Check Up?

## Here's a Cure for Contractor's Tunnel Vision

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Does your company have 20/20 vision? Can you clearly see where your company will be in 10 years? If not, you may be suffering from the kind of tunnel vision many contractors know too well, an obsessive focus on just two things: bidding and building.

As we look ahead to the New Year, you ought to consider what direction your company will be taking. If you are a bid-and-build type of contractor, maybe now is the time to revisit your company's vision statement. If you haven't taken the time to develop a vision statement, your operation will always tend to be haphazard and aimless, and achieving long-term goals will be all but impossible. The old adage applies: "If you don't know where you're going, any road will get you there, and you'll never really know when you've arrived."

A vision statement is a short, succinct and inspiring written description of what a company intends to become. Simply stated, it is your dream for the company's future. Vision statements are important because they serve as the basis of a business' overall strategy, and confer financial and emotional benefits. They are often expressed in competitive terms to provide an organization with additional motivation and direction.

You may be unsure of the difference between a vision statement and a mission statement. Both are important to your business, but have distinct purposes. A vision statement answers the question, "Where do I see my company going?" whereas your mission statement should address, "Why does my company exist?"

If your construction firm doesn't have a clear idea of where it wants to be 10 years from now, you will need to spend some time articulating and formalizing your vision

statement. As you consider its composition, give some thought to your current mission statement. Reaffirming the "why" behind your company's existence can help to solidify the mental visualization of your business' future. Imagine the nightly news airing a report about you having achieved your vision. What do you hope they would say you had accomplished?

When composing your vision statement, begin by trying to complete this declaration: "Ten years from

now, [your company name] will become a successful [local, statewide, or national] firm by providing [description of your services/product] to [your ideal customers]."

Some questions to consider: What do I see as our greatest opportunity for growth five to 10 years out? What values need to be stressed? What are our core competencies? What is the ultimate aim for my business?

Your vision statement should not specify how your organization should achieve desired ends. That level of detail should flow from your strategic planning. Your vision sets the tone for the business. It defines the future, and is your ticket to success.

Once you have established the company vision, take the time to print it out, review it with all of your employees,

and communicate it often. Because the vision statement will determine the destination you are trying to reach, your whole organization should be aware that the business strategies and plans you develop are all aimed at advancing the company toward this end.

When you develop a vision statement, you are taking a major step toward articulating your dream, your passion and your company's future. Make a conscious effort to bring your goals into focus, and they will appear closer than ever. 🏠

### VISION FOR SUCCESS

**A successful vision statement will:**

**Clearly paint a picture of the future.**

**Differentiate you from the pack.**

**Fulfill your mission statement.**

**Be specific enough to provide managers with guidance in making decisions and allocating resources.**

**Inspire people.**

**Combine winning ideas and measures of success into measurable goals.**

**Be just a single sentence long.**

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