

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 6
Vision

INTRO: Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

So sit back, relax, and let's get into today's episode:

TIFFANY:

"The only thing worse than being blind is having sight with no vision."
—Helen Keller

As an entrepreneur, you have most likely heard how important it is to have a vision. We are visionary by nature and most of us cannot help but dream up an extraordinary vision for our business and our personal lives.

Before we really dive into what a Legacy Vision is, I am going to share with you what a vision is in general so you have some context. Then we are going to go into the REAL reasons having a vision for your business is so important, and finally, why I believe you should have what I call a Legacy Vision to truly create the success you dream of.

Ok, so what is a VISION?

A vision is the mental picture of the future you desire. More than just a goal, a vision is the embodiment of our hopes and dreams in a particular area; the picture of what has not yet happened, but what the future may hold.

Having a vision means we have a clear sense of purpose. It means we have a much larger picture of our business, or our life, than simply settling and reaching short term goals and tackling problems as they come along.

Visions are driven by passion and dreams, and they are reflected through real efforts to create real results.

I love this quote by John Graham:

“You’ve got to give yourself the freedom to dream—to use your imagination to see and feel what does not yet exist. A vision is not the same as goals or objectives; those come from the head. A vision comes from the heart.”

In business, having a clear vision is absolutely critical. It is an extremely powerful tool to achieve the results you want. Here are three quick reasons why you should have a vision...

1. It is unifying.

When a clear vision is defined, it provides a gathering point, or common interest, making everyone feel as though they are part of a greater whole. Not only does this give deeper meaning for the work, but it also helps unify everyone into a team that is organized, focused, and working together to contribute to the vision. Now, if you are a solopreneur or don’t have a team, stick with me, because if your vision is to grow, eventually you will need at least a small team. So having a vision sets you up for success not only so you know where you are going, but so you can explain the vision as you begin to hire.

2. It is inspiring

Defining a powerful vision is inspiring. It has a clear motivational effect on everyone, including your clients. It creates an energy and enthusiasm, increasing commitment and fostering change. This is especially important in difficult or stressful times, as having a clear vision will produce persistence and remind you why you started.

3. It provides a focal point for goal-setting and business planning

Having a vision provides a sense of purpose and direction for the business. Your vision will help you define your short and long-term goals and guide the decisions you make along the way.

“A leader has the vision and conviction that a dream can be achieved.
He inspires the power and energy to get it done.”
—Ralph Lauren

Now that we’ve established why having a vision is so important, I want to take you to the next level. This podcast is called the Legacy Lounge for a reason, right? I truly believe we are all here to leave our own legacies through our business. Not an ego-driven Legacy, but something to leave behind that creates positive change. Because our world needs it NOW more than ever. I think we can all agree on that...

I’ve created a trademarked method, the Legacy Brand Method™, where I help entrepreneurs create what I call a Legacy Brand. Today I am going to share with you the first step I take with all of my clients because I truly feel this singular step is the gamechanger to the results they achieve—results like 7-figure launches, sold out offers, and miles-long waiting lists.

It ALL starts with VISION.

A LEGACY VISION is not simply the vision for your business, it’s a holistic vision for your life. It allows you to grow, pivot, and change directions as you evolve and as your business expands.

Because true leaders are constantly growing, and if you’re constantly growing, your vision will evolve as well.

As a leader, you are a beacon for others. A Legacy Vision allows you to step into the light and take a leadership role. To create the path towards a better future.

Here are a few points to consider when defining yours:

1. **Be Positive:** Don't let fear guide your vision. Acknowledge challenges and difficulties, but keep your focus on positive outcomes. Visions based on fear can limit your results, as you will end up focusing more on damage control rather than creating positive change.
2. **Be Specific:** A vision shouldn't be broad. It should be detailed and should clarify purpose and direction. It also must be articulated clearly so it can be understood, clearly pointing toward a specific future.
3. **Be Ambitious:** Dream big, right? Your vision should be extraordinary. This is what will make it motivating, inspiring, and something you can't give up on. A good vision sets a standard of excellence and performance, and forces your business to stretch.

Now you have the exact steps I take my clients through to create their Legacy Visions. I hope you give yourself the time to sit down, and reflect today. As they say, SLOW DOWN TO SPEED UP.

Now a little note to this next week's episode. I'm going to go a little bit deeper on this one because there is a point of being a little too ambitious or dreaming too big where the goal feels insurmountable.

So make sure to come back next week. And I'll be talking about three reasons that you oftentimes find that your vision does not work for you.

All right, so now that you have the points to consider when defining your vision, I'm actually going to take you through the exact steps that I take my clients through to create their legacy visions. This is also how I create my own legacy vision and how I achieve my vision time and time again.

In the past three years that I've been in business, I have doubled my income every year. We've also grown from zero to eight team members. And I have a waiting list of about six months right now. And I'm not saying these things to boast. I'm saying these things to show you that a legacy vision works. I've seen it time and time again with myself and with my clients.

So I really hope that you give yourself the time to sit down and reflect today. As they say, slow down, to speed up. So here are the steps. And if for some reason you haven't been taking notes yet, go ahead and pause and come back to me because you're going to want to write this down.

Step number one is to suspend this belief. For this exercise today, simply act as if your success is certain. Instead of holding back because you don't have proof that you can have the business and life you dream of, see if you end up with evidence proving you can't. Remember your brand needs to be grounded in what you do and who you are, but you also want it to be aspirational. Otherwise, how can you grow and innovate?

It's much easier to achieve lofty goals if you aim for them in the first place. So what is your big vision? That may be that you're a writer and a speaker. It may be, that you're traveling abroad. It may be the relationship of your dreams.

Whatever that is for you I want you to truly let go of any limiting beliefs right now. And I want you to journal your clear intentions for what you want to create in the next three to five years, maybe ten years if you can go that far. I've noticed that most people cannot go ten years into the future. They're like, I don't even know where I'm going to be, but there are certain people who can. And it's not right or wrong. It just is. So wherever you feel comfortable, go. And if you're like, you know what, Tiffany? I can't even think three years into the future right now. Do one year.

Everybody should be able to do one year into the future. Where do you want to be?

Now if you just started your business in the last six months and your vision is to be a seven figure business owner in a year; not that it can't be done, but you're going to put a lot of pressure on yourself. So these are lofty but realistic goals. Now, if you said you want to do that within three to five years, go for it.

I want you to make sure you're being very clear and specific. The more detailed you can be with adding adjectives and feelings, the more you can begin to embody this vision and write this as if you are living it. Begin with the words: I am so happy and grateful now that...

We want it to be in the present moment. And I'll tell you more about that in a little bit.

Once you start, we're going to actually do four mini visions.

We're going to complete the vision for four quadrants. You do not have to share everything that comes to mind, but I definitely recommend free writing everything that comes to mind if you're comfortable with that. Write from your heart center and think about these four quadrants:

Quadrant 1: Health and wellness. How do you want to feel? Look? Who you want to become? How is your energy? Free write about your health and wellness.

Quadrant 2: Love and relationships. What do your relationships look like with your significant other? Friends? Family? Business partners, perhaps? Mentors? Children?

Quadrant 3: Time and money freedom. How do you want to spend your time? How much money do you want to bring in? Who do you want to spend your time with?

Quadrant 4: Vocation. What is the big vision for your business? Who are you serving and how do they feel about working with you? How do you feel about working with them? Are you speaking on stages? Becoming an industry leader? What does that look like for you?

The reason I put vocation last is because I want you to build a business around the life that you truly want to create. And sometimes I feel like there's so much pressure in the entrepreneurial space and so many shiny objects and so many people saying that "you have to reach seven figures in a certain amount of time or you're a failure," that it stifles our vision.

And sometimes some of us just want to make an amazing living but not spend much time doing it. Of course, you can make money and do less work, and there are ways to do that, and I'll talk about that in later episodes.

But I really want you to think about it holistically and start with your personal life and end with your vocation. And by doing that, it will create a legacy vision that's going to feel really amazing for you to grow and to evolve into over the next three to five years.

And for icing on the cake, I want you to add one more thing to the end of this amazing vision. Write this phrase: This or something even better still.

So often we limit ourselves and there is a plan greater than we can perceive just waiting to unfold. And because we have limiting beliefs and fears in our minds, we often go there and think, "oh my gosh, yes, I want to be speaking on stages, but I don't have a good memory that's not going to work." And we omit it from our vision. I want you to let yourself really dream.

And I love this quote by Les Brown: "It's not that we set our goals too high and miss them. We set our goals too low and hit them."

I'm going to say that again. "It's not that we set our goals too high and miss them. We set our goals too low and hit them."

So I really want that to sink in and for you to think about that. Then once you have all of that done, go ahead and pause and come back to this. (Or we'll have the timestamp in the show notes to come back to.) Because I really want you to free write and this may be a long vision. I have clients that sometimes write like ten pages, and that's cool. I want you to get it all out. But when you're done, I want you to come back and write a short succinct paragraph for each area, and notice that this vision is for you.

The only quadrant that you'll be sharing with perhaps your team members is vocation, but the full vision is just for you on those days that you're not sure why you started the business or if it's not a great day, you can come back and read this vision. So write a short succinct paragraph for every quadrant.

To wrap up, I have these soul coaching cards by Denise Lynn that I love and the leadership card truly sings to my soul and I wanted to share it with you today as you're thinking about your vision:

A leader stomps the grass down and throws the boulders out of the way so the path is easier for others. Sometimes you might find yourself alone or tired, but know that what you are doing does and will make a difference in the lives of many. The greatest leaders are those who know how to serve and act as a stepping-stone for others to reach their dreams.

Even if you've been in the background in the past, it's time for you to step forward and become the light for others.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram @tiffanyneumancreative I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

If you love this episode, please provide a review and we will be forever grateful. You can always find links and resources shared on the show by going to yourlegacybrand.com.

Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?