

WORKBOOK



Vision Casting

Entrepreneur's Edition

by Amelia Bartlett

I'M GLAD YOU'RE HERE

The first iteration of the *vision casting* exercise was cobbled together as a personal guide. I needed something more to inform my goals and honing in on my vision did the trick.

Every activity in this book has been tested with one (or more) of my own ideas, projects, companies, or dreams. I may have authored this guide, I'm also right there with you.

Vision casting isn't an MBA-esque business plan because it's bigger, bolder, and more useful. The exercises work with our productive endeavors *within* our everyday life.

As you start to cast your vision, I urge you not to shepherd yourself into any one direction. This is merely an exercise. Let loose your expectations and see what's really there.

Amelia



*To know the world and its people.
Where I'm called when I imagine a full life.*



Introduction

I wish I had a one-liner about how compelling and epic vision casting can be.

I learned about vision casting while creating the first iteration of this workshop. Nearly three years and *many* iterations later, this practice has been tailored to the entrepreneurial and business focus.

Yet, without life, there is nothing.

Vision casting for your business or any specific project will still have your lifestyle woven into it. Why do you have a business in the first place? I would venture a guess it's in pursuit of a vision: lifestyle, enjoyment, craft, passion, freedom, community...

A clear vision is the clarity you need to set realistic, attainable goals. Allow yourself a safe space to dream without judgment. Let's begin.

No matter which way you go, you get there in the end.

Pre-Workshop Info-Gathering Activities

Complete these activities ahead of the full workshop experience. Even if you're doing the activity at your own pace, complete these before diving in.

01 Introduction to Vision Casting

Dive headfirst into the *vision casting practice* with increasing depth. We'll review and incorporate pre-work into richer casting activities.

02 Distill & Refine Business Vision

Translate your work up to this point into the five-element *business vision*. Get closer to goal setting by clarifying themes and patterns in your vision.

03 Translate into Goals & Workstyle

Make your vision an actionable reality. Set *SMARTER* goals, outline your first post-casting steps, and get an introduction to *workstyle*.

XXV Epilogue: Your Own Practice

Apply this model indefinitely moving forward and tailor it to your style and rhythm as you go. Learn how to maintain and sustain your visions.



00



START WITH
PRE-WORKSHOP
GATHERING



00

prework

about your business

01 Business Name + Founding

Include the month and year you founded your company.

02 Mission / Purpose Statement

If you don't have one prepared, share what it would be.

03 Products / Services Offered

Briefly list what you offer and, if not openly offered, what you do.

04 Target Customer Profile(s)

Give a few key descriptors which will identify your customers.

05 Why did you start?

Share a brief explanation of what was the spark to go into business.

06 What keeps you going?

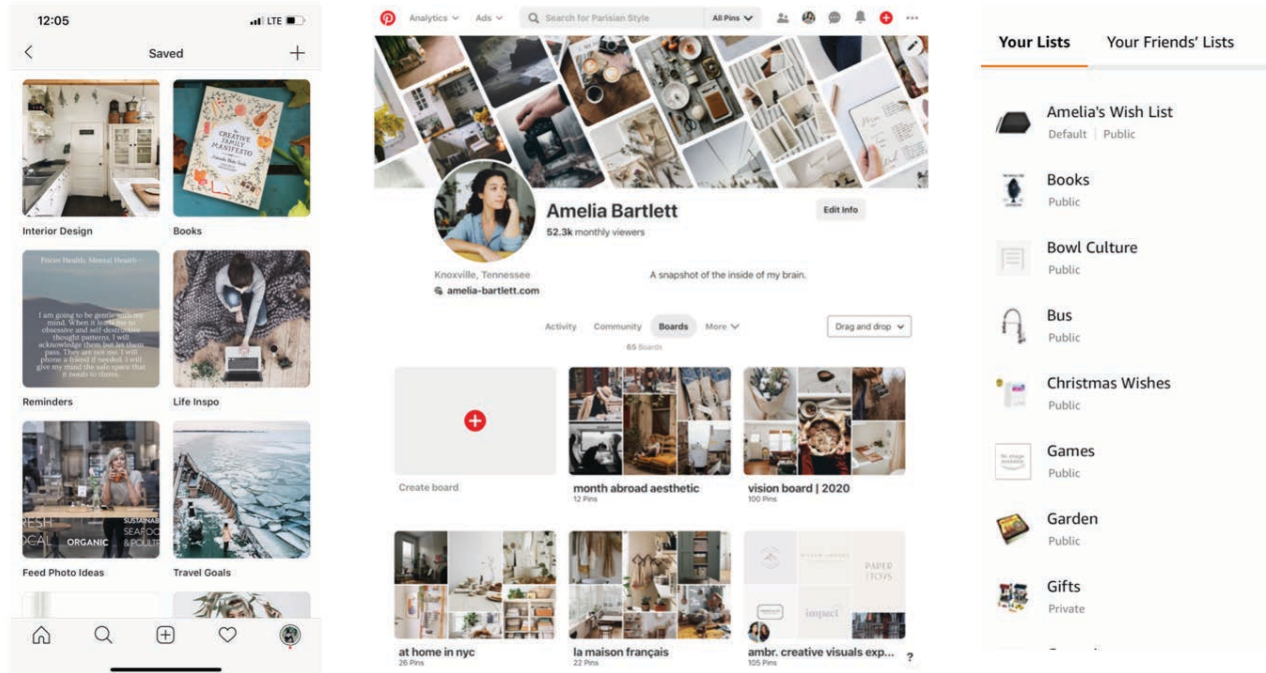
No matter the reason, simply why you choose this every day, still.

07 What do you want from this?

Your expectations or hopes for this Vision Casting experience.

REVIEW COLLECTIONS

This one might be my favorite, as I am an avid collector of visuals. Go through your visuals and content collections to collect what resonates with your current mindset, as well as to capture persistent themes. **Set aside at least an hour.**



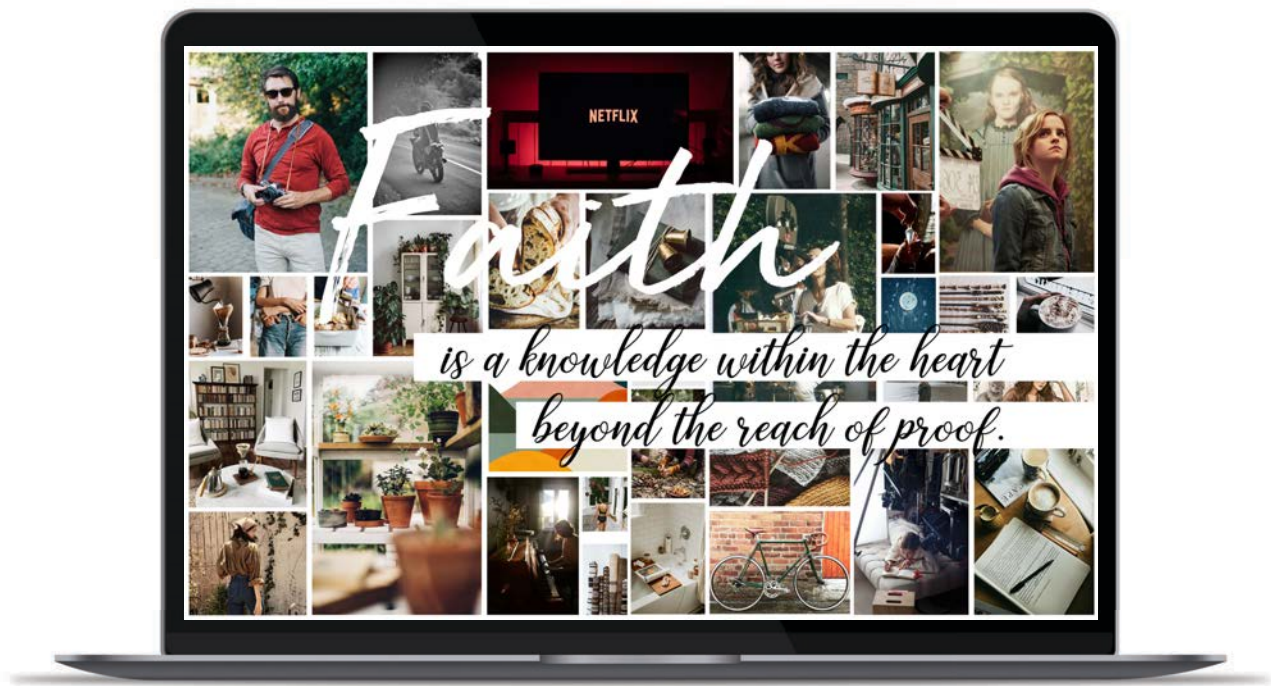
COLLECTIONS

- Bookmarks, 'Reading List,' flagged email newsletters
- Instagram Saves, Pinterest, Tumblr
- Saved photos
- Books (personal library)
- Past journal entries
- Wish lists (Amazon, Target, etc)
- Documents, notes

STUDY ROLE MODELS

- Favorite artists or performers
- Influencers, writers or bloggers
- Friends and family
- Businesses or brands
- Makers or designers
- Organizations

Avoid the comparison trap. See the inspiration and possibility for yourself with their life as example.



VISUALS CURATION

What you see above is a finished Vision Board. As you review your collections, save images and quotes that resonate with you (any at all, don't overthink it) to a new Pinterest board. These preliminary images will be the starting point for your Vision Board, and, if it resonates with you, Vision Theme and quote.

AESTHETIC

Collecting visuals is an opportunity to begin to illustrate what you imagine *and* the mood or aesthetic or vibe of your overall vision. This is a free-flowing process without rules.

Beyond specific examples, like the *Netflix* logo or the open journal with tea, collect colors, textures, environments, and art that resonate with how your vision makes you feel.

EXPANSION

Theme words come to me on what feels like a thought breeze. If I'm not paying attention, they'll float away. When I stop to focus on them, though, they grow roots and strengthen.

If a word or phrase or other non-visual comes to you during this process, keep it. If you have a quote or passage that weaves into the process, save it.

RECORD THEMES & PATTERNS

Take a step back from your collected visuals and look at the whole: What do you see? Recurrent elements like 'characters' (people doing something), places, activities, colors, moods, styles, and objects are your themes and patterns. *From my personal board:*

Theme: Increase my financial stability so I can travel and work abroad.

Pattern: Filmmaking.



example themes & patterns

PLACES TO VISIT

ACTIVITIES OR HOBBIES TO TRY

PROJECTS TO ATTEMPT (OR COMPLETE)

LIFE CHANGES TO MAKE

SKILLS TO LEARN

ITEMS TO ACQUIRE

LIFESTYLE SHIFTS

HEALTH CHANGES OR JOURNEYS

FINANCIAL CAPABILITIES

CONFIDENCE OR SELF-LOVE AMPLIFICATION

THEMES & PATTERNS

The only thing worse than being blind is having sight but no vision.

Helen Keller

5 ELEMENTS OF A BUSINESS VISION

Vision Casting can be as broad or as specific as you choose. For this activity, we're focusing on what makes up a business vision. **Answer questions below.**

01

FINANCE

What does your business' financial performance mean for your life?

02

OPERATIONS

How much of your life do you want to devote to your business?

03

COMMUNITY

What communities and groups will support you on your journey?

04

IMPACT

Where will your work leave its mark?

05

LEGACY

How will your unique perspective, expertise, and value outlive your effort?



THANK YOU —

For giving yourself the time and space to check out this free preview of the Vision Casting workshop for entrepreneurs. For being curious enough to imagine what else is out there. For being here, sharing this work with me.

I hope you get the chance to complete the full program soon.

Amelia Bartlett

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