

Create Your Vision for Strategic Clarity

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Welcome to creating clarity, focus, and direction in your business. My name is **Alex Brueckmann**.

For more than 15 years, I've helped large and small businesses define their next big goal, and help them achieve it.

**In other words:
I'm a trusted advisor and strategy
facilitator.**

I've worked with global brands and blue chip companies, as well as with solo-preneurs. Like my client Natalie, who transitioned from a corporate job into her own business. I helped her sort her ideas and grow a profitable business that gives her the freedom she wants. Or the 8-figure capital markets businesses I supported to transition into a thriving SaaS company.

Without clarity it is easy to enact the wrong strategy for your business. It can be devastating to your **PROFITABILITY** and **GROWTH**. Even worse, having no clear business strategy could sink your ship before you even taste real success!

And that's not what you want!

You are likely here because...

You are looking for a way to scale your business without burning out - and you are definitely smart enough to avoid the gurus with shiny promises.

You want clarity on what your business should become.

You might have tried a few things already, but they didn't really work.

You might even work with a coach but feel something is missing.

You definitely have big goals and you want to reach.

Some of the emotions that come with all of that are...

Overwhelm or stress.

You feel passionate but stuck.

You are searching for ways to overcome these barriers in front of you.

And you likely feel some level of anxious curiosity.

Let's get rid of these emotions, shall we?

Let's move you to a situation where you are 100% clear on how to reach your big goals. Let's use your anxious curiosity to generate **EXCITEMENT, ENTHUSIASM AND ENERGY**.

Let me be clear, what I will show you in the next two videos is not a magic bullet. I'm sure you've seen these promises before. And they never work.

What I will show you is a proven way to **BEGIN SUCCEEDING IN BUSINESS**.

If you aren't ready to put in the work or if you are looking for an easy fix this isn't for you.

But I trust you are here because you are **READY TO PUT IN THE WORK!**

Check out Video #2 and let's get you started!



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I love to create strategic clarity.

The problem is this:

We can't start without creating space for that to happen. So the most logical first step is to help you make space, by saying no. No to the things that are not adding value and no to the things that are not on your correct strategic path to success.

When we talk about making space, it's about becoming crystal clear about what is worthy of your time, attention and focus.

Since time is your most valuable asset – the lack of it is likely causing you some overwhelm and stress. There is never enough time, it is finite. There is only the space we make for things.

If you feel “not enough time” is what's holding you back from creating clarity, let's make some space for it!

Take a look at your calendar for the next 2 weeks and ask yourself:

What do I already **KNOW** is not worthy of my time, because it doesn't add to my success?

I know it will feel difficult to cut things from your calendar, because you don't have perfect clarity yet. So it's not that easy to say no. However, start removing things that you truly know do not lead you in the right direction.

At this stage it's not about perfection, but about starting and making progress. It is a first run at gaining a little more clarity and perspective, and creating space to work on even more strategic clarity.

When I do this with my clients, they usually clear a full day per week, they stop wasting time on things that won't work and they don't even want to do. **Remove EVERYTHING that doesn't help.**

Now that you have created a little more breathing space, don't waste it. Don't fill this space with other busy work or things that seem urgent.

Instead: USE THE SPACE TO CREATE STRATEGIC CLARITY.

I'll give you an example of what Strategic Clarity means. A client recently approached me for consulting on their business strategy. The business was relatively young, and made over 1 million in revenue. The issue was, it wasn't really profitable and everyone was completely swamped with tasks. When I asked the client how all these activities contributed to their growth goals, it was hard for them to articulate. They realized they were working on way too many initiatives at the same time. Even worse, they struggled to formulate a clear 2 or 3 year vision for the business.

Without that vision, it was nearly impossible for them to decide what would help them grow and what would only be useless busy work.

Strategic Clarity starts with knowing what exactly it is you want to build. You can't just say I want to build an 8 figure business. That's not a vision but a number. A vision is way more than that.

Your vision is step 1 in creating strategic clarity. Once you know what you want to build, once you envision it, you can start making informed decisions and lead the way toward your vision.

In Video #3 I'll show you how to create your vision for success.

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Can you be honest about what you really want your business to look like in real terms?

No buzzwords or fluff, no bs. If you could time travel 2-3 years into the future, what would your business literally look like?

What will be you selling?

Who will your clients be?

What will make them go WOW about your offering?

Where would you be operating?

How big would your business be?

How will you positively impact the lives of those around you?

The goal of answering these questions is to combine your answers into a vision of what will be happening and how it will happen.

Creating a vision is your first step toward strategic clarity. This work is very exciting and liberating. It's exciting because you use your creativity to imagine the future you really want.

The truth is that you have total control over your vision, that's why it is liberating.

Take your time to answer the questions, look at the examples, they should help you see the possibilities and opportunities for your answers.

A few words on what makes a vision a GREAT VISION.

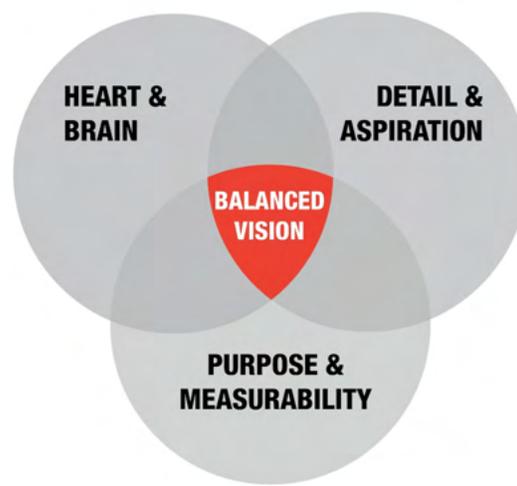
In my experience a great vision balances **Heart and Brain, Detail and Aspiration, Purpose and Measurability**.

A great vision makes logical sense and touches your heart and soul. We are human beings after all. Let your heart and brain flow into your vision.

Make your vision detailed and aspirational. Dare to dream big and back it up with enough detail and figures to make it tangible.

And finally, balance Purpose and Measurability.

Purpose is the reason your business exists. It's hopefully something beyond just making money. Solving a problem you are uniquely positioned to solve. Infuse your vision with purpose and you will create an impact. Balance your idealistic side with enough detail, ideally something measurable, like numbers, to avoid it sounding just like a dream.



Writing your vision statement is your entry point to create strategic clarity.

From there, you move your vision into action: This is where we understand the gold nuggets in your vision and define the key priorities that will move the needle in the right direction.

There are a few ways you can do this:

Learn more about business strategy using the free articles on my blog page.

There is also a self-paced online masterclass full of tools and templates to translate your vision into concrete action.

Or there are a number of ways you can work with me.

As a strategy facilitator, my job is to ask you the right questions. This is how I bring out the best answers to help you achieve clarity and build a winning business strategy.

Some of these questions are in this pdf you downloaded, it's the head start you need.

I'd love to see you thrive, check out the free call offer on the next page.

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Vision Exploration Questions

What will be you selling?

Who will your clients be?

What is it that your clients love and your competitors will find hard to imitate?

Where would you be operating geographically?

How big would your business be?

How will you positively impact the lives of those around you?

Vision Answer Examples

**WHERE ARE WE OPERATING?
WHAT IS THE SIZE OF OUR BUSINESS?**

Example:

By the end of 2025, we are bigger than we could have imagined: we doubled our current client base in all markets and our annual revenues have gone through the roof, crossing the \$10m threshold; at least 50% of our revenues come from online services.

WHAT IS IT THAT YOUR CLIENTS LOVE AND YOUR COMPETITORS FIND HARD TO IMITATE?

Example:

Our customers love us for providing outstanding service, based on smart technology. We have a 97.5% or higher satisfaction rate and one of the lowest return rates in the industry. Our customers continually refer their associates to work with us and feel as if they're part of a community. Our competitors can't keep up with our standards.

HOW DO YOU IMPACT THE LIVES OF YOUR EMPLOYEES, PARTNERS, AND THE WORLD AROUND US?

Example:

We thrive on feedback and have established a performance culture where everyone is valued and celebrated for their contribution. We are consistently known as the top place to work and have created an environment to attract, retain and empower the best talent.

We are proud supporters of our local communities through charitable contributions and active involvement.

To learn more about Alex and the strategic work he can help you with visit his website at:

www.brueckmann.ca

You can book a **FREE 20 minute call** with Alex to discuss your strategic vision and find out the next steps that can turn your vision into reality.