



Do you have Vision?

July 2nd, 2013

“What do you do?” started the conversation at a local BBQ.

Out came a sentence of gibberish suitable for the most bent politico in your city (and we seem to have a few of them here). Huh?

Give them your elevator speech – I suggested.

“What is that?” was the blank response.

It is how you explain your business (profession, cause, event) in the time it takes you to ride 10 floors in an elevator. [CUT HERE]

- I flip eggs

Too short and too flippant

- I run a multiunit food and beverage group that makes eggs, French toast, omelets and other breakfast and lunch specials with 10 locations in Lachine, LaSalle, Brossard etc. and we are looking to expand into other geographical locations that meet our targeted goals and objectives with an eye to bootstrapping and keeping the cash flow positive.

Huh? Did you absorb all that? Remember that when you are listening you do not have the benefit of rereading.

- Help run a growing breakfast restaurant chain. Best eggs in town.

Hey I got that one. Did you?

It was explained. It gave some imagery. It gave some vision. It gave some position.

Most people are scared of vision statements, because they remember these:

Our mission is to create the best company in the best company in the world....

We will have the greatest and smartest clients, customers and consumers....

We will be a tremendous place to work, addressing all our human resources needs, wants, beliefs and creeds....

We will do this while providing a tremendous return to our stakeholders, shareholders, employees, key suppliers, and corporate governance.....

We will use the best lawyers, accountants, consultants and lobbyists to make it run smooth, on time and delightfully.

For those of you old enough to remember the '90's you saw versions of this posted in the reception and mailroom. They said everything to everyone and therefore communicated absolutely nothing.

In the new social world we do not have time for such nonsense.

Try this:

- We serve the best breakfast in town
- We serve it with a smile
- We will grow to 100 units
- Hope you enjoy.

Which do you prefer?

Share your vision – but to share your vision, you need to say it so that others can understand it. Enjoy.

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From the desk of Andre M.

To your success!