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Creating Your Vision

The Importance of Vision In Recruiting

The Secret to Motivating Cold Candidates

- The William Wallace Method

<https://youtu.be/h2vW-rr9ibE>

- Reigniting Desire
- Calling Them Into A Larger Story
- Contribution
- Growth



Creating The Vision

The Important Three That Shape Our Vision

- 1) Your past experiences
- 2) Your core values
- 3) Your dream for the future

Why Story Is Critical To Vision and Values

Story is the lens we all live our lives through

- Your experiences influence your values
- Many changes in relationships, career, and life come through being out of alignment with values and are an attempt to align them.
- Look to your past to identify key areas where you took risk. This can identify the need for aligning with your core values.

Connecting Stories With Vision

Vision + Story = Engaging Right Brain Thinking

- Stories
- Who we impact
- How we will execute on Core Value
- Anchor stories that create trust around core value

Start With Your Top Values

- 1) Put a check mark by the top 10 that stand out.
- 2) Next, underline favorite 7 out of the 10.
- 3) Finally, circle the top 4 of those values you underlined.

Accountability		Gratefulness		Teachable
	Discipline		Leadership	
Attitude		Growth		Teamwork
	Diversity		Learning	
Authenticity		Honesty		Trustworthiness
	Education		Loyalty	
Balance		Honor		
	Efficiency		Passion	
Character		Humility		Truth
	Encouragement		Partnership	
Collaboration		Humor		
	Endurance		Perseverance	Unity
Compassion		Ingenuity		
	Enthusiasm		Personal Growth	
Courage		Integrity		
	Excellence		Results	Wisdom
Coachable		Joy		
	Fairness		Self Discipline	
Dedication		Justice		
	Generosity		Selflessness	Zeal
Devotion		Kindness		



Methods to Vision

Pillar Method

- **What are your top 4 Core Values?**
- **What stories from your life connect with your Core Values?**
- **Craft stories that reveal why your core values are important to you**
- **Create mantras that help connect your core values with actions**



Methods to Vision

The 3 Things Of Importance Method

- What is your purpose? How will you help people?
- How will you accomplish your purpose? Through what values?
- How will you measure success?
- When will you know you have achieved your purpose?

Examples of Typical Corp Vision

American Transmission Company

Vision: To significantly grow our business, provide value to our investors and serve our customers well.

Values:

- Employees
- Customers
- Teamwork
- Diversity
- Competitive Spirit
- Improvement & Innovation
- Fun

Examples of Typical Corp Vision

Infusionsoft/Keap

Vision: We help small businesses thrive with sales and marketing software built for them.

Values:

- We empower entrepreneurs
- We listen, we care, we serve
- We do what we say we'll do
- We practice open, real communication
- We face challenges with optimism
- We check our egos at the door
- We innovate and constantly improve
- We do the right thing
- We believe in people and their dreams

Examples of Typical Corp Vision

Hagerty Insurance

Vision: To protect the physical connections to the best moments in your life.

Values:

- Being honest
- Collaborating
- Treating everyone with respect and dignity
- Delivering on our promises
- Always exceeding expectations

Examples of Typical Corp Vision

Atlassian

Vision: Help teams everywhere change the world through the power of software

Values:

- Open company, no bull#@!%
- Build with heart and balance
- Don't #@!% with the customer
- Play as a team
- Be the change you seek

Examples of Typical Corp Vision

Clif Bar

Vision: To help create a healthier, more just and sustainable food system.

Values:

- Connect
- Organic
- Restore
- Ethical

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Action + Who + How + By What Date = Vision

Actions	Who	How
Develop	Team	Leading
Encourage	Referral Partners	Preparing
Inspire	Clients	Modeling
Use my Gifting	Community	Persevering
Train	Employees	Building
Impact	Families	

Where Clarity Is Needed To Have An Inspiring Vision

Action - The intentions of achieving a specific result.

Examples of actions:

- Develop
- Encourage
- Inspire
- Train
- Impact
- Use ones giftings or resources

Where Clarity Is Needed To Have An Inspiring Vision

Who - Which person or people.

Examples of Who:

- Team
- Referral Partners
- Clients
- Community
- Employees
- Families

Where Clarity Is Needed To Have An Inspiring Vision

How - In what way or manner, by what means.

Examples of How:

- Leading
- Preparing
- Modeling
- Perseverance
- Building

Where Clarity Is Needed To Have An Inspiring Vision

By What Date - A specific month and year.

The 3 Critical Elements To Long Term Vision Success

1.) Put it on paper

- a.) Everyone on your team gets it, accepts and acts on it
- b.) It must be seen and easily accessible

2.) Review it continually

- a.) Move it from head to heart
- b.) It should become a tool you live and breathe by

3.) Repeat it continually

- a.) This should shape every aspect of your business
- b.) Start meetings with it and speak it enthusiastically around your office

Examples of Clear Vision

4C Recruiting Vision

Our Vision:

To help recruiting leaders grow their business faster than they would in the absence of our help.

We achieve this by teaching, Attractive leadership, Recruiting skills, How to build recruiting systems, Personal branding, and Creative marketing techniques.

We will impact, 10,000 recruiting leaders in the year 2027 and in each year moving forward by helping them live the ideal life and lifestyle.

What does it mean to live an ideal life and lifestyle?

- Doing what you love
- With people you love
- Making a greater difference
- Being fairly compensated
- With time to spend with people that matter most

Examples of Vision

Our Vision:

We **empower** our community to accomplish their dreams through sustained growth.

We achieve this by:

- 1) Expanding our brand.
- 2) Our branding initiative.
- 3) Best in class customer experience.

We will impact, 10,000 homeowners, 100 MLO's, and 7 locations AKA "The Community" by the year 2032 by helping them accomplish their dream.

Examples of Defining

We believe dream is defined in 3 ways....

- Attainable
- Individual
- Meaning

We define community in 3 ways....

- Team Members
- Referring Partners
- Customers

We define sustained growth in 3 ways....

- 1) Expanding our reach.
- 2) Our branding initiative.
- 3) Best in class customer experience.

Next Steps

Vision Ideas:

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