

Module 4 - Know Your Company's Vision

OBJECTIVE

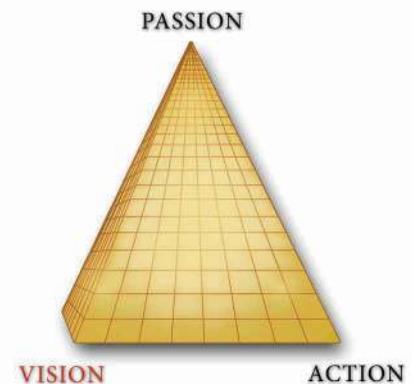
Knowing your company's Vision is a key element of your success. Using this information gives you a place to develop and shine as a valuable team member of your company's success by using your unique gifts, skills and talents.

INTRODUCTION

👁️ Watch Video - *Introduction and Knowledge: The Vision*

Modules 1 through 3 worked with The **Passion** of MAGNETIC Sales & Marketing. We explored knowing yourself, knowing your customer, and knowing your Company's brand promise.

Modules 4 through 6 work with The **Vision** of MAGNETIC Sales & Marketing. We will explore knowing your company's vision, knowing your personal success vision, and knowing your products and services.



KNOWLEDGE

Some companies have a difficult time differentiating a vision from a mission – not just in wording, but in the concept. A mission is a statement of why an organization exists. A vision is a set of ideas that describe a future state.

A good vision gives you a sense of inspiration and stretches the imagination. Most people don't know their company's vision or they don't understand it. They may feel so disconnected from it that they can't explain how it relates to their job. The vision should not be hard to understand – either for customers or especially for employees.

When your Core Passion Codes drive your aligned and engaged energy, skills and talents, you are better able to support your company's vision. You become very magnetic as you do what you do.

When you believe in your company's vision your personal Core Passion Codes have a target to focus on. This focused energy becomes magnetic and draws your clients to you so they can be part of the vision you feel so passionate about.

★ Activity #11 - *Company Vision*

- ✓ Write the current Vision or goal for your company.

MAGNETIC SKILL

👁️ Watch Video - *Magnetic Skill: Alignment Inside Your Company*

A magnetic skill that supports you and your company includes making conscious choices of actions to support your company's vision inside and outside of your company.

Alignment Inside your Company

To develop your magnetic energy within your company, you will want to find a place to align yourself with something important to you. Becoming recognized as a fully engaged magnetic team member happens when you are aligned with something you desire and value for yourself. This desire is often expressed by having a title, or certain rights and privileges. Perhaps it is your long term dedication to serve, or possibly to be seen for who you really are as you do what you do.

★ Activity #12- *Alignment Inside your Company*

How can you acquire and develop a passionate team membership experience inside your company while aligning to your company's Vision?

✔️ **Check one alignment element that is most important to you.**

- 1. Job Title (designation, role in company) This positions you in your company and team and shows how your efforts contribute to the vision.
- 2. Flexibility (privileges, truths, entitlements) You may have extenuating circumstances happening in your life. Perhaps you need to commute and the time frame to start on time may be difficult. You may need to take your kids to school and pick them up so regular hours may be a challenge.
- 3. Seniority (occupation, term, status) To be seen as a person who plays a key role in your company's success, you may want to be recognized for your long term commitment to your company. Perhaps you came up through the ranks to get to where you are at and desire to be seen as person with a passion to succeed.
- 4. Identity (uniqueness) How your superiors, coworkers, and peers value and respect you for your unique gifts that you use every day to contribute to your company's' vision.

✔️ **Which of your top 5 Core Passion Codes want the Alignment Element you have selected? Why?**

Alignment Element	Code	Why

Engagement Outside of your Company

Watch Video - *Magnetic Skill: Engagement Outside Your Company*

To develop your magnetic energy outside of your company, again you will want to find a place to engage with something important to you. Becoming recognized as a fully engaged magnetic team member also happens when you are aligned with something you desire and value for your community. This desire is often expressed by becoming active in community events to help others, or joining and becoming active in public and private peer groups. Building personal relationships is also a key factor to generate your magnetic energy.

Activity #13- *Engagement Outside your Company*

How can you engage in and develop a strong and effective team membership presence outside of your company to support your company's' vision and keep your company in the public's eye?

 **Check one engagement element that is most important to you.**

- 1. Involvements (contribution, participation outside your company) There are many opportunities you can participate in to develop your social and political connections that will support the vision of your company. Think about offering your services to help in a community project like seasonal events, feeding the homeless, clothing drives, joining leagues like golf, baseball, football, bowling etc.
- 2. Affiliations (membership in groups, public, social media, industry etc.) There are many public and private groups you can join, such as networking groups live and online, business development groups, industry groups to network and support each other, conferences, expos, rallies, etc.
- 3. Relationships (behavior outside the office) Networking with friends, family, groups, teams to build connections. You can accomplish this by meeting for coffee, drinks, lunch, or dinner to stay connected and engaged with the trends and activities of your community.

 **Which of your top 5 Core Passion Codes want the Engagement Element you have selected? Why?**

Engagement Element	Code	Why

PASSION IN ACTION

👁 Watch Video - *Passion In Action: Express Your Company's Vision*

Now it's time for you to express and activate your company's vision by achieving results in the area you have chosen to develop inside your company and outside of your company.

Becoming a magnetic team member for your company's vision happens when you make a decision to commit fully to align and engage yourself.

You need to become involved with people and feel rewarded as you participate in activities that also support your desires, your passion and your values.

★ Activity #14 - *Participating in Activities*

Refer to the Sample Activities table below as you complete the two questions below.

Alignment Activity Inside Company	Engagement Activity Outside Company
empower my team	champion a cause
start a committee for better health	organize a meet-up
rally my team	charity art
make a process easier	chair an event fundraiser
start a team challenge	golf tournament or marathon
teach team something new	serve food at shelter
chart progress on vision	Habitat For Humanity
breathe life into the underdog	public speaking at an event
1-on-1 coffee with team members	mentor at a non-profit
lunch & learn	create a system for non-profit

- ✓ **Alignment Activity inside your Company** - Pick an activity inside your company that contributes to the company vision and aligns with the element you picked. Give an example.

- ✓ **Engagement Activity Outside your Company** - Pick an activity outside the company that contributes to the company vision and aligns and engages with the element you picked. Give an example.

MAGNETIC SALES ASSESSEMENT

👁 Watch Video - *Module 4 - The Close*

In Module 4 you learned that knowing your company's Vision is a key element of your success. Using this information gives you a place to develop and shine as a valuable team member of your company's success by using your unique gifts, skills and talents.

You picked a place to align yourself with something important to you inside your company that aligned to your company's vision. You also explored developing your magnetic energy outside your company by finding a place to engage with something important to you.

Then you picked activities to express and activate your company's vision by achieving results in the areas you chose to develop both inside and outside of your company.

Rate your belief with each of these statements where number **1 is no belief** and number **7 is complete belief**

①
②
③
④
⑤
⑥
⑦

NONE
COMPLETE

Rating	Statement
	I believe my favorite activities inside and outside the company support the company vision.
	I believe my strongest alignment element inspires me to support the company vision.
	I believe my favorite engagement element expands my ability to support the company vision.

Total Rating

Your Magnetic Sales Assessment Results

The Magnetic Sales Assessment measures your level of belief about your company's vision and your alignment and engagement with it. If your total score for the Magnetic Sales Assessment is 15 or higher, you believe in your company's vision and your connection to it. If not, go back and review the Magnetic Skill and Passion in Action section.

The Adventure continues...

Start Module 5: Know Your Personal Success Vision