

How To Create a Vision For Your Infant Feeding Business

Based on your unique Values

Birth, Baby & You

- ♥ Create your 3–5-year Vision
- ♥ Define your priorities
- ♥ Identify the most significant strategic issues in your business
- ♥ Adopt a strategic planning process – 90 day planning




Vision

Vision is about being able to look into the future and use your imagination to create something that is not fully formed yet.

Where do you want your business to be in 3-5 years time?

You don't have to know how!



What is your vision?

Create your 3-5 year vision so 2022 is fully aligned with your longer term goals, dreams and aspirations...

Our Vision:

- ♥ *To become a international academy training first class Infant Feeding Coaches, creating a community to empower new families to feed their babies the way they choose*
- ♥ *Freedom to work from anywhere and plan time off to prioritise family and travel*




Purpose = Why

Why do you do what you do?

Make sure it is big enough that you can grow into it

Our purpose: 'We empower choice'



Goals = Metrics

*'It's observable, it's measurable,
you have a clear end result, and
normally, you will have one or more
objectives that need to be achieved
within a fixed time frame'*

Specific
Measurable
Achievable
Realistic
Timely



What are your goals?

In the next year (September 21-22)...

- ♥ Revenue: Exceed £50,000
- ♥ Train: 100 IFC's
- ♥ Touch: 1000 new families



Values

Principles or standards of behaviour; one's judgement of what is important in life.



What are our values?

- ♥ We do what we say we will do!
- ♥ Every persons' choice will be respected
- ♥ Work doesn't feel like work, when it does it's time to pivot!



Your goals need to be
relevant to your big vision

Birth, Baby & You

- ♥ Who do I want to work with?
- ♥ What are my strengths?
- ♥ What are my unique selling points (USPs)
- ♥ ~~What do I want to charge for my services~~



Vision
Purpose
Values

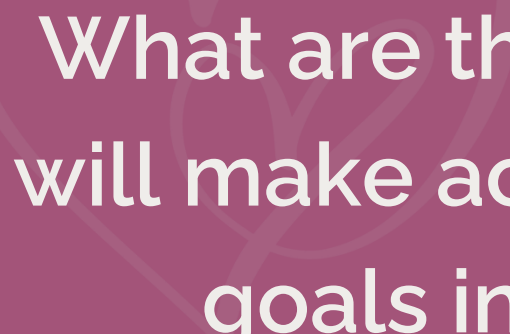
Define 3 goals for your business...

Make sure they are SMART

Identify the most significant strategic issues in your business

Removing these roadblocks will accelerate your growth

What are my weaknesses?



What are the tactics that
will make achieving those
goals inevitable?

Any other questions?

- ♥ Your Profile on the Birth, Baby & You website
- ♥ Continued Professional Development
- ♥ FEDANT
- ♥ Branding, Website & Advertising
- ♥ Business Operation Tools
- ♥ Client Bookings and Record Keeping