



Fast Forward Bold Vision Exercise

In today's always-on, never-done workplace, it's easy to lose sight of what is most important. We often focus on what's urgent and the safest route instead of what will actually drive impact.

This exercise will help you think big and accomplish more of what's important to you – professionally and personally. Creating a Bold Vision for your career and life provides inspiration and focus for the year ahead. Share it with people who will hold you accountable and help you make it a reality.

Fast Forward one year from today — what does success look like?

Directions

- › Use these 7 questions to create your Bold Vision.
- › Consider why each outcome is important to you.
- › Be vivid and specific.
- › Write as if it's already happened.

1

What are you known for?

Ex: I am known as a results-driven manager who cares about people, I'm known for being present and patient, I'm known for being positive.

2

What were your business outcomes? Use key metrics where relevant.

Ex: I hit 105% of my quote and feel proud, We grew customer sentiment by 5%, I was promoted to VP, I expanded my professional network by forging relationships with 2 mentors and 3 new industry contacts.

3

Describe the culture of your team/company.

Ex: It is safe to make mistakes and fail, Diverse perspectives are encouraged, We use evenings and weekends to refuel.

4

How did you grow and improve?

Ex: I am delegating tasks at work and home, I am confidently expressing my POV regardless of the audience, I am resilient and bounce back quickly from setbacks.

5

What were your personal outcomes?

Ex: My finances are organized – I have a will and feel secure, I feel healthy and sleep 7-8 hours per night, I restarted a meaningful hobby and am practicing weekly.

6

What is your outlook on life?

Ex: I am grateful, Each day I appreciate what is working in my life, Life is an adventure.

7

Describe the quality of important relationships (yourself, professional, personal).

Ex: I have a productive working relationship with my manager/colleague, I am in a meaningful relationship, I'm close with my brother, I feel proud of where I am in life.

Sample Vision 1

I am known for being present, available, consistently good humored and smiling. I am patient and always have a kind and positive word for everyone and every situation. My reputation is very strong: a talented business leader who is trustworthy, fair and balanced. I look youthful and relaxed and I'm known for prioritizing daily mindfulness. I never use the words Tired, Busy or Stressed.

LEADERSHIP

At work, the division is thriving and scaling fast, we have just trended up to 200M for 2022. We are considered as the place to feel good in your skin with enablement and engagement both at 85% in Pulse. I've become an expert in high performance, low stress work environments and in the latest Pulse results, 80% of the division say that stress is at an acceptable level. I am the expert of skincare, skin pathologies and consumer-centricity. I am respected by retailers, doctors, beauty journalists, my management, zone and my peers. My stakeholders get excited about our catch-ups because they are upbeat, strategic and enjoyable. I am taking the time to build my reputation externally. I turn up to industry events with a desire to add value and commit to one big action per year.

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My team members come to work and go the extra mile because they know it matters and they care – and they receive frequent rewarding and useful feedback. On Sunday nights and during holidays, teams are enjoying their life, because there are no last-minute requests and no meetings that require preparation on a Sunday evening. My team know it's ok to make mistakes, and I welcome failure as learning opportunities. We come together even more strongly to resolve issues. I am their chief enabler. Teams are empowered and trusted to make decisions. I coach and support and never make decisions that are not mine to make. Everyone feels the tangible psychological safety in all business touchpoints. We laugh a lot, celebrate and take time to recognize teams and individuals. I continue to help my team understand the power of mindfulness and mental resilience through talks, experience sharing, affirmations and training.

I walk confidently and curiously into all meetings because I trust my experience and levels of preparation.

I am proud of my performance because I am always trying my best and I know my best is enough. I walk confidently and curiously into all meetings because I trust my experience and levels of preparation. I have built flex and disorganized time into every day because I know it makes me happier, more creative and more inspiring – and I encourage my team to do the same. I only go to meetings when I have a clear agenda and can add value. I turn up on time to meetings, the teams have my undivided attention and we always finish on time and hear feedback at the end of meetings. My days are organized, controlled and I feel energized for home life at the end of the day. When I speak in meetings, I bring valuable, fact-based, different perspectives. I am also comfortable in silence, yet I give my “yellow” permission to shine alongside the red.

PERSONAL

I'm putting health first and listen to my body's needs. Always. Even moreso in the busy weeks. I'm committed to 3 sports sessions a week and every year I set myself a charitable sports goal to stretch me. I go to bed every night at 9:45/10 giving me time to read and get off to sleep by 10:30. I only drink alcohol when I have something to celebrate. I eat fruit and vegetables of the season every day. I enjoy mixing up TV with podcasts, reading, audible books and phone conversations with family. My mobile phone is put down away from arm's reach at the end of every day.

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I am grateful – I focus on what I have, not what I don't have. I never worry about things that haven't yet happened. I believe in abundance and there is enough success and space for us all to thrive. I know that there is a solution to any potential problem. I live my amazing life every day and love to meditate every day to train my brain to stay in the present moment. My work life can fit my personal life – they are my one life. If I need more time for life events, I buy holidays to take unpaid leave. I have choices. I lead an extraordinary life and constantly feel blessed and lucky.

I laugh once a day with my partner and I'm always grateful and emotionally available for him. My son opens up and speaks about his feelings and his day. I spend deeply connecting 1:1 time with each child every month and look forward to helping out with homework. I drop off at least 3 times every week when we talk about school and what they are learning. Hugging, laughing and expressing our love is part of our family mindset. Dad and I continue to speak multiple times a week. I accept my mother for who she is, and I take her feedback gracefully and actively listen. I make the most of Grandma and she knows she is priority for me. I nurture my friendships – including those with my brother and cousin – and speak to all my close friends and family members once a quarter. I never miss a birthday or important life event. I feel proud and fulfilled. I am optimistic about the future.

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Sample Vision 2

BUSINESS

We made major progress on direct-to-client selling. This was a truly cross-functional accomplishment as the Sales, Sales Ops, Marketing and Finance functions all came together to enable and drive the result. The seeds we planted 2 years ago, plus the expansion we completed in Q1, plus our focus on “the year of the customer,” set us up for a series of strong relationship sales. This wasn’t just new clients – we substantially reduced churn down to the low 30s from the mid 40s.

We continued to walk the talk on hiring new AE capacity and, importantly, also started to manage account lists proactively. This cost us a few long-term AEs, but the dynamism of our expanded team and the results we’ve seen in reduced churn all point to great ROI. It was the influence of our newly-created regional teams that got us over this hump – we were no longer stuck inspecting 30+ markets from the center and we saw great focus by the regional leaders in reinforcing the “Company Way” as defined by our Sales, Sales Ops and Marketing teams.

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We closed 25 new contracts in LA which was key to our overall business. We will face significant execution challenges to make these investments pay out, but we are confident that we did what we needed to win and deepen our footprints in these key markets. In addition, the new leadership in the Moon initiative broke us out of the rut we’d been in. Their sales growth hurt our percent margins, but the volume really helped grow our overall dollars and profit.

We have integrated mobile deeper in our business. We tested 2 new products and packages to drive new revenue streams. We are positioned well competitively for next year.

We executed the tools and techniques developed last year, largely on the back of improved cross-functional communication and collaboration. We made huge strides prioritizing initiatives (especially IT development) and keeping aligned on the bigger picture. Our new X product was an important upsell that drove revenue growth. It was also great to see us exceed our programmatic targets by a couple million as we opened a steady stream of DSPs and found our way to some new money. The work we did training X and Mobile is really paying off as we ramp Operation Apollo.

CULTURE

We invested in leadership training and had high impact annual offsite. Every manager has written and shared a Bold Vision. This gave teams inspiration, focus and optimism. It’s been a powerful tool for alignment and accountability throughout the year. People are taking ownership and leading.

We didn’t let the Holding Company/global noise impact our team. This was challenging but we emerged from the process stronger and more focused on winning in the US.

We have fun as a team and take time to celebrate our victories, from the inaugural off-site in Mexico, to the annual meeting in CA, to the leadership retreat we completed in the summer. We took time in casual settings to build relationships and have strategic conversations. People feel part of a larger mission. We are being progressive and driving innovation to work smarter – we launched the new contracting process and tool that allows AEs to complete contracts on iPads. We moved our engagement numbers by 5% to 85. We moved manager effectiveness ratings by 8%. Women in management has grown by 15% – on track to our 5-year plan. Women feel they are treated equitably and belong.

People feel part of a larger mission.

LEADERSHIP

The proudest accomplishment for me as a leader has been seeing the extended leadership team come together as one – appreciating one another’s strengths, skills and experience and together driving the business. I’m proud of role modeling active listening, acknowledgment, straight feedback and debate – this behavior has begun to permeate our organization.

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PERSONAL

On the family front, we successfully transitioned my son to high school and supported my daughter’s transition to college. I focused on critical trips this year to be home more. I worked virtually four days a month. This is important to me because as my kids grow up, the cost of my routine travel keeps going up.

We’re blessed to live in a connected world with lots of communication options, but it’s not the same as being there in person – a day at home means a lot.

My partner and I are in-sync. She has also had an exceptional year in her career. We planned meaningful trips and occasions as a family to be connected. A huge milestone for us was having the finished renovation project on our country house to enjoy throughout the summer. I was mainly there on weekends, but Anne spent most of July and August on the Lake and has learned to wind surf – a big ambition she’s had. The house really gives us a chance to be away from all the distractions we have at home – we’re able to focus on the family and spending time together at this critical time for the kids.

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My energy is high as a result of 5 workouts per week and a minimum of 7 hours of sleep per night. I joined the board at my church. This involvement helps me feel connected to my community and I am making a positive difference with my contribution.

About Fast Forward Group

At Fast Forward, we believe when people are living their best life, they do their best work. Our training and coaching gives people a proven approach to think big, manage stress, and achieve success and fulfillment in their whole lives.

Innovative companies of all sizes, including TikTok, Facebook, Google and JPMorgan Chase, use Fast Forward to transform culture, uplevel talent, and accelerate business growth.

Learn More

Join our next Bold Vision Intro Workshop:
fastforwardgroup.net/intro

Interested in bringing Fast Forward to your team?
Contact Davis Walker at davis@fastforwardgroup.net

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[Lisa McCarthy](#)
[Wendy Leshgold](#)