

Small Business Success

October 2015



Community
Futures Newsask



Visioning; More Than Meets The Eye

Published in cooperation with [Blue Beetle Books](#)

By now you've heard many times from your banker, investors, and others about the importance of a business plan and strategic thinking. Usually the focus is on that first critical year of the business with some planning into year three. This attention to planning is of the utmost importance as shown by the fact that most businesses that fail, do so in the first two years. Causes may include lack of funding or insufficient market research; either way it's those early days that involve a myriad of details you can't afford to overlook.

Having successfully launched your company, it's equally important you develop your broader vision; the image of your company that you saw in your mind when the idea first came to you.

Effective entrepreneurs possess the ability to see what the future of their business will look like and lead others to it; this includes employees, investors, bankers, and supportive family members.

Visioning is valuable for starting or reorganizing a business, and for creating a sense of purpose. The steps for the use of visioning as a tool to design your future include: removing any obstacles to the visioning process; overcoming your own scepticism; and dealing with resistance from others whose support you need.

Having a vision of an ideal future helps us provide balance and order in our lives - and in our company - no matter how small. Vision enables us to survive outside pressures and radical change. Visioning is a way of preparing the mind for whatever may come along. If we do not have a vision, we may not recognize the opportunities that can lead us to our ideal future.

With rational analysis, the reasons why something won't work are already in the mind. We all know from experience how and why something cannot be done, such as our ability to jump a 10 foot wall from a standing start.

Index

Visioning; More Than Meets the Eye.....	1&2
Challenge 4 Communities.....	2
Embracing Diversity Workshop Information.....	2
Cartoon.....	3



Visioning on the other hand is a process that enables us to put aside reason, at least temporarily, and look beyond the present to the future as we would like it to be. 'It can't be done' is irrelevant; we can't make that judgment about something we have not yet conceived. The poet Robert Browning said, "A man's reach should exceed his grasp," suggesting, to achieve anything worthwhile, a person should attempt even those things that may turn out to be impossible. So while the vision may "exceed our grasp", how to turn a vision toward reality is something that happens once the vision is created.

The visioning process is valuable in building a team or group, starting or revitalizing a business, or creating a life purpose that fits deeply with a person's ideals.

The recent past is filled with examples of visions. Some examples include; on human rights and social purpose Martin Luther King's "I have a dream" speech and John Kennedy's "Americans will walk on the moon within this decade", and from the business world; Fred Smith's slogan for Federal Express became "absolutely positively overnight".

Visioning may not be a thinking, rational process, but it is a skill that can be learned, and once learned, is never forgotten.

Challenge 4 Communities 2015

4 Weeks 4 Challenges 4 Winners 4 Prizes

Community Futures Newsask is hosting our sixth annual "Challenge 4 Communities"

All community groups (service groups, neighbor groups, youth groups, etc.) are invited to submit community projects that compete for prize money. The public will decide the winners with weekly voting on the internet over a four week format beginning October 30, 2015. Rules and an application form are available on our website at cfsask.ca/newsask (click on Challenge 4 Communities)

Get involved with your community today, submit a project, and compete for prize money!



**Challenge 4
Communities
2015**

Embracing Diversity Workshop

We need to shift how we work and do business with each other!

Wednesday, October 21, 2015

10:00 a.m. to 3:15 p.m.

Nipawin Evergreen Centre -300 Evergreen DR. Nipawin, SK

Funded in part by Newsask Community Futures Development Corporation and the Entrepreneurs with Disabilities Program and in partnership with the North East Supported Employment Program, the NE Newcomers Services, Tisdale & District Chamber of Commerce, Nipawin & District Chamber of Commerce, and Melfort Chamber of Commerce will be holding a luncheon with keynote speakers, Marli Brown & John Lagimodiere.

RSVP by October 09, 2015

Contact: Newsask Community Futures

Tel: (306) 873-4449

\$10 per person (If you are on assistance, fees will be waived.)



Cartoon

Published in cooperation with [Blue Beetle Books](#)



“What we really need in IT
is someone who has super powers.”



PO Box 357 903-99th Avenue West Tisdale, Saskatchewan S0E 1T0
Phone: 306-873-4449 Fax: 306-873-4645 admin@newsaskcfdc.ca cfsask.ca/newsask

Supported by Western Economic Diversification Canada



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada

Published in cooperation with [Blue Beetle Books](#)