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Snow Millionaire Mastery Intensive

THE SNOW MILLIONAIRE MASTERY *Intensive*

II. Strategic Objective



"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to."

"I don't much care where –"

"Then it doesn't matter which way you go."

– Lewis Carroll, *Alice in Wonderland*



A Strategic Objective is the first step to make your vision and your dreams become reality. A Strategic Objective is the clear written statement of what your organization will look like and act like in the future.

“It is a detailed picture of the future – your vision of what your organization will look like, act like, smell, taste, and feel like, and how it will perform when it is fully developed.” **The E-Myth Revisited**

Every owner will ask this question:

“Why do we need a strategic objective?”

The answer is not stated verbally to your organization nor is it just an owner’s thought. But a written strategic objective will provide a sense of direction and a way for the organization to achieve your goals for the future.

It is **THE** starting point for your decision-making, planning, and what systems your organization develops. It is a **written document** for the owners to lead with and for the organization to be able to work towards.

Think about it like this. If you were building a house would you just pay some trades people to show up and start working. Tell the builder, plumber and electrician that you want a house and then let them go to work?

You wouldn’t because that would be absolutely crazy. I doubt that there is ever a house built in the world that doesn’t start with an image of what it’ll look like when it’s finished and some written plans. If there is I certainly don’t want to live in any of those houses.



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So why is it when business owners get to work we just tend to wing it? Building a successful business is much more complicated than building a house yet most business owners try to do it without plans every day.

Since we want to build a successful business... one that doesn't collapse or trap us inside for the rest of our life... we're going to start with a plan.

And that's exactly what our strategic objective is. A plan of what our business will look like when it's "finished."

Now obviously life isn't always so perfect that it works out exactly according to plan. However we first must have a written plan in order to make improvements as we go. And every great business started with some idea in mind... no matter how many times it changed course in the journey.

It's time to go to the Strategic Objective Workbook and lay out your vision for your organization. Don't worry – it's completely painless – and we think you'll even find it a lot of fun.