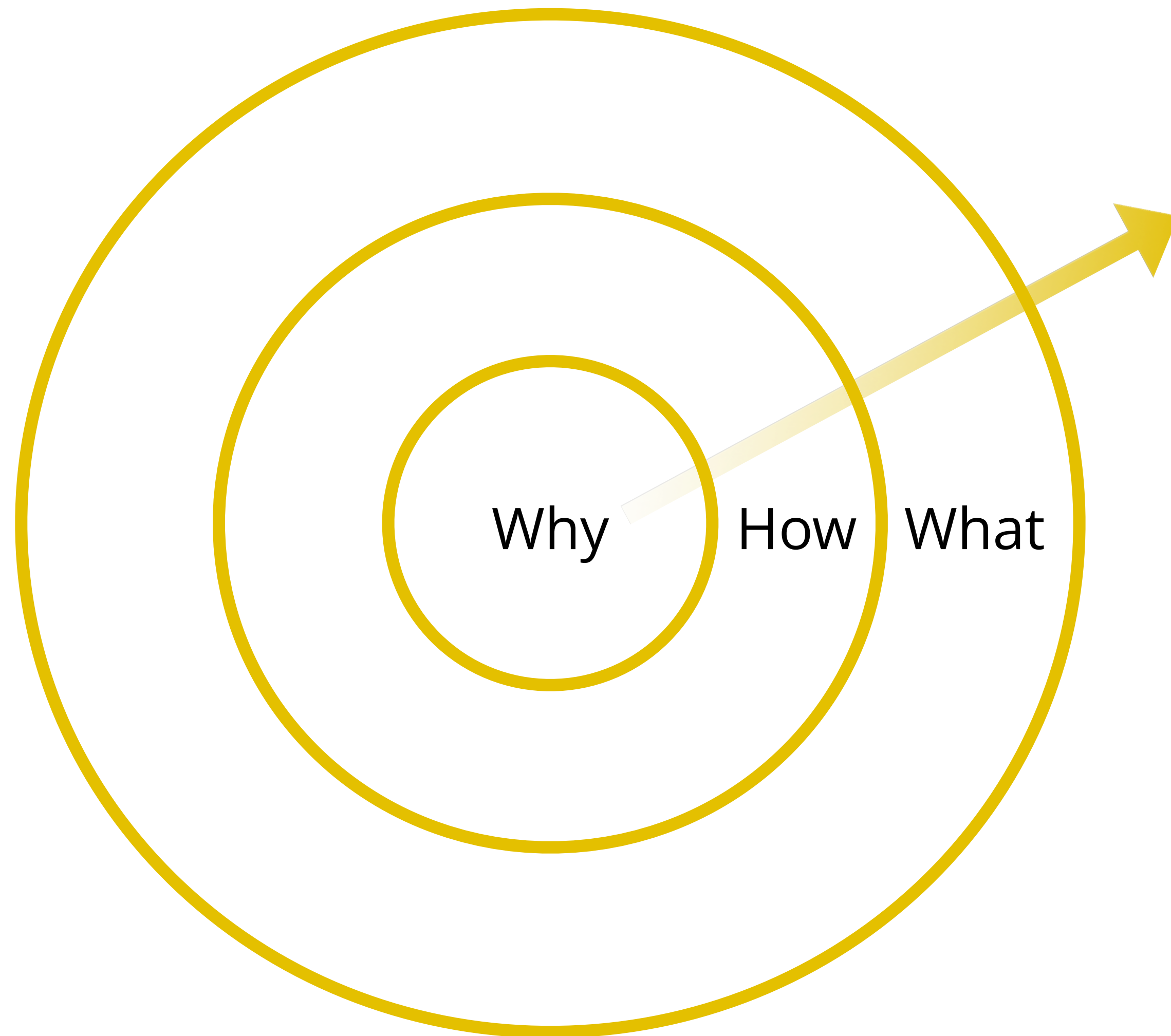


The Importance of a Vision and How to Get Clear in Business and in Your Personal Life

Pat & Cait Guariglia

The Golden Circle*



Why is your purpose

What is your belief? What is your motivation?

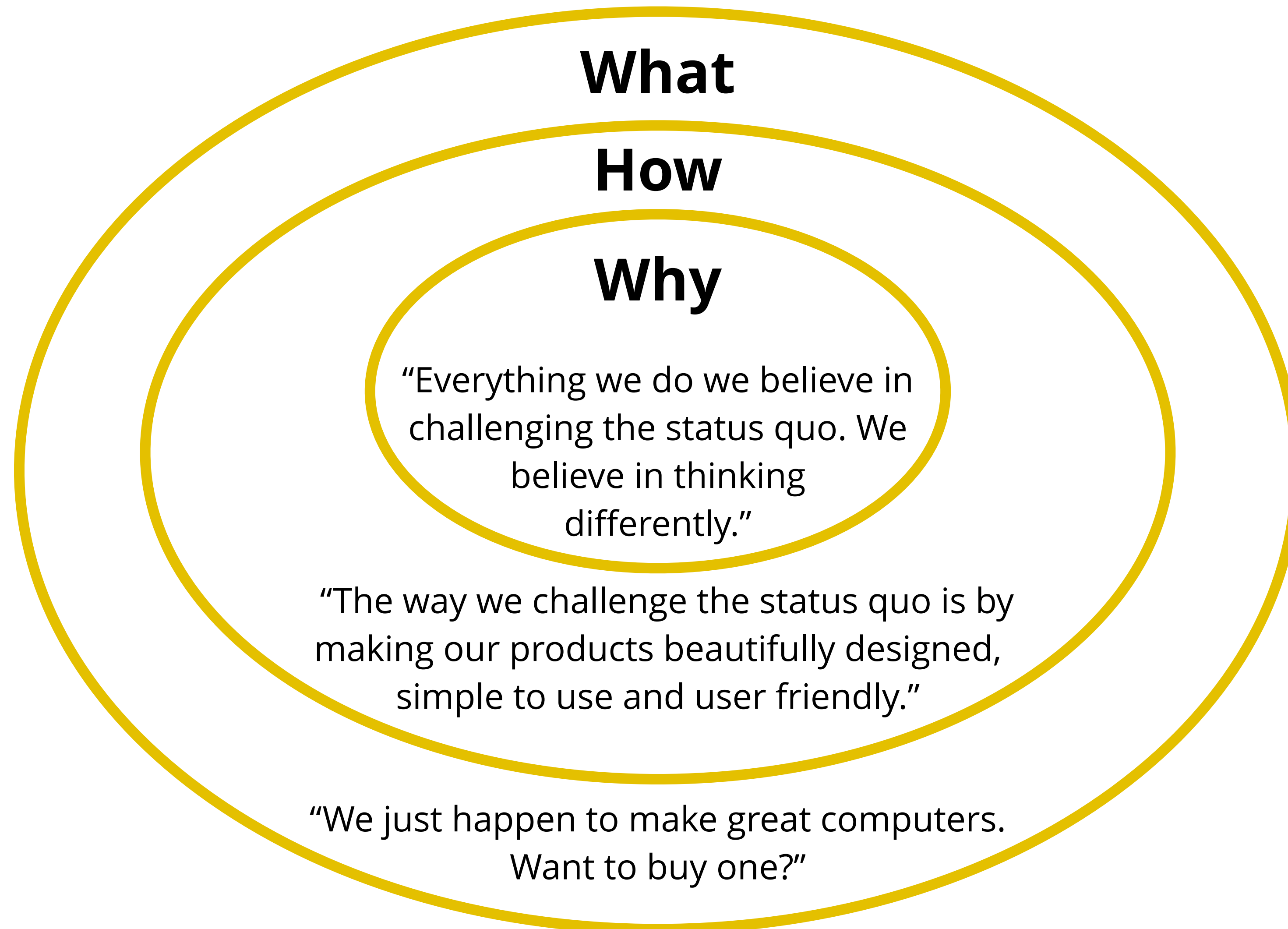
How is your process

The specific actions you take to realize your why

What is your result

It's the tangible proof of your why - result

“Think Different”



Vision

FOR <target customer>
WHO NEED <statement of need>
THE <product name>
IS A <product category>
THAT <key benefit>
UNLIKE <primary competitor>
OUR PRODUCT <further differentiation>

From Geoffrey Moore, *Crossing the Chasm*

Vision

FOR small to mid-size businesses
WHO want to book travel within the US,
THE Travelocity site
IS A travel reservation platform
THAT provides the ability to reserve flights, hotels and car rentals
UNLIKE Expedia,
OUR PRODUCT offers rewards points for future travel and integrates
with major air-carrier frequent-flyer programs.

The Success Matrix

How society defines success:	How your parents defined success for themselves:
How your parents defined success for you:	How I define success for myself:

Pat Guariglia

Agile Coach and Trainer

Startup coach

Founder of 2 startups

21+ years product development

Trained 3,000+ on agile

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Thank You

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