

Installing the Vision



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CEO White Rabbit Group

What is a company vision?



Company Vision...

**Integrates all functions
of a business**



Three Key Business Functions



Finances

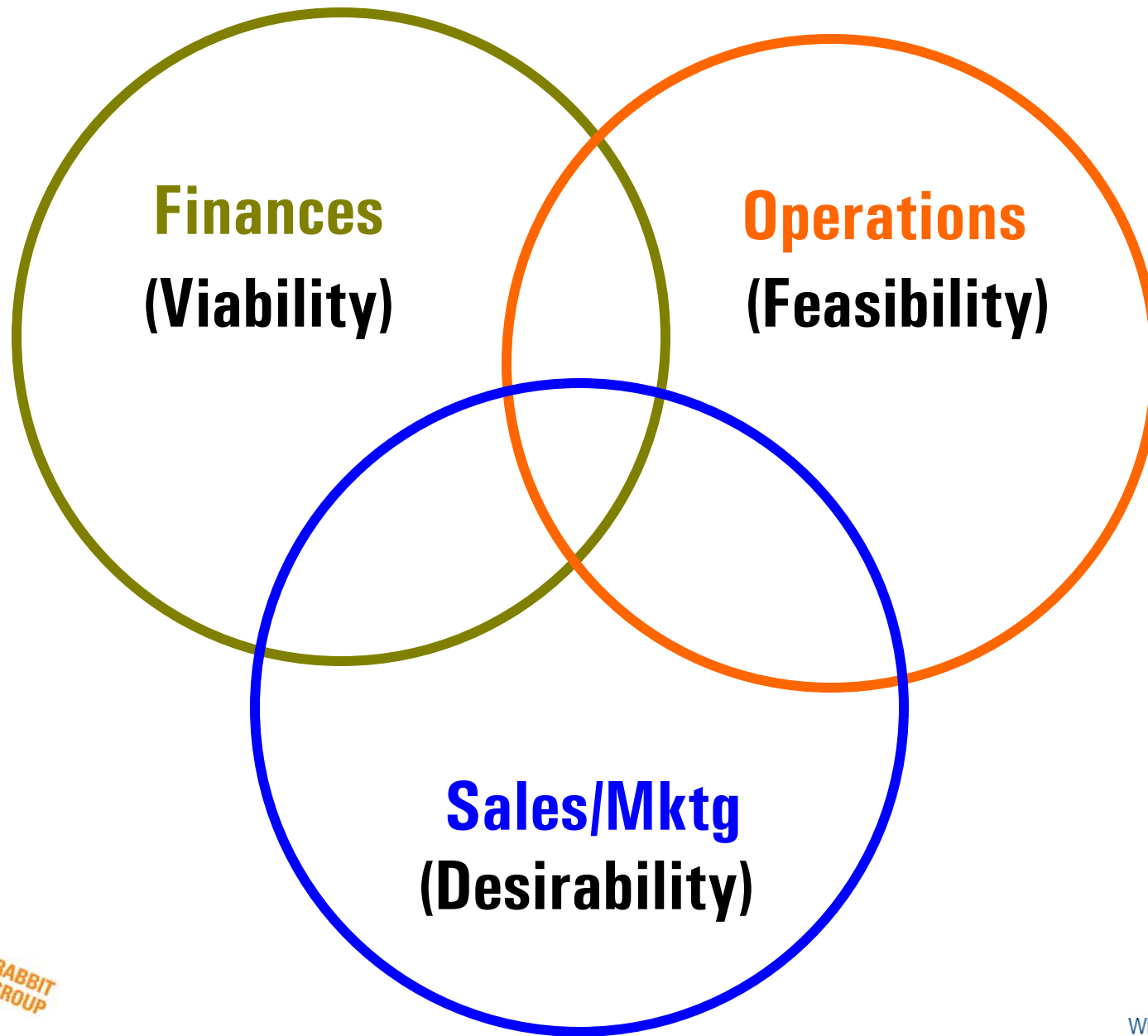


Operations

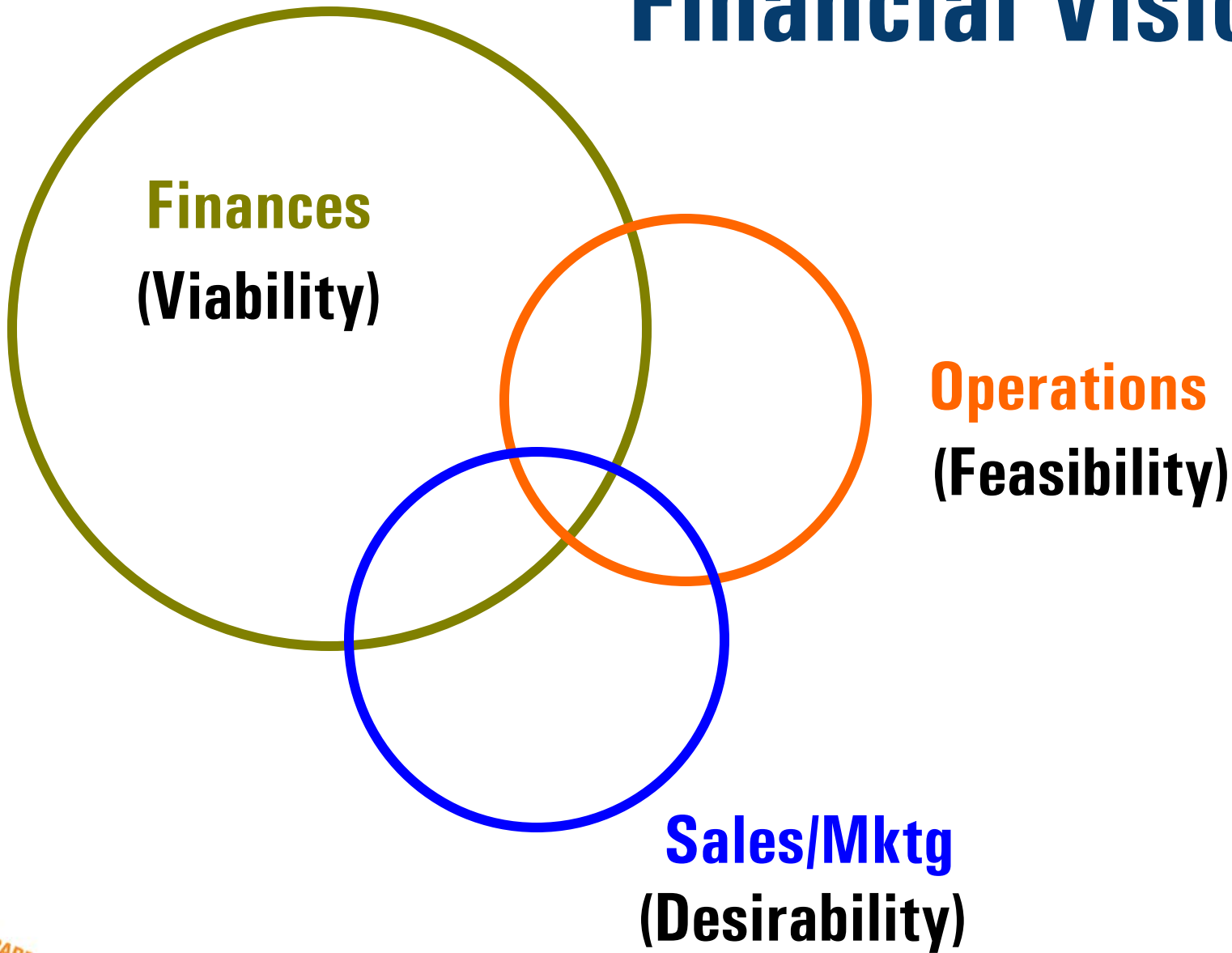


Sales/Marketing





Financial Vision



Operations Vision

Finances
(Viability)

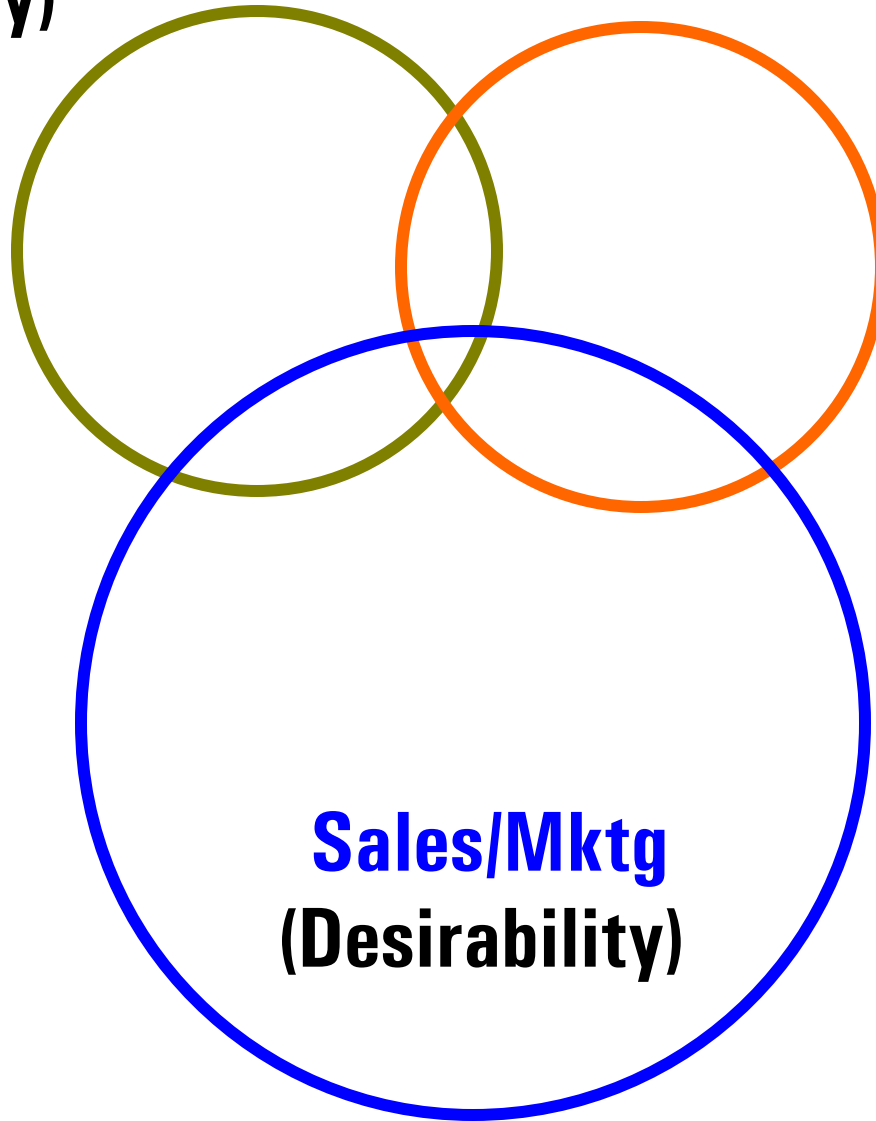
Operations
(Feasibility)

Sales/Mktg
(Desirability)



Sales/Mktg Vision

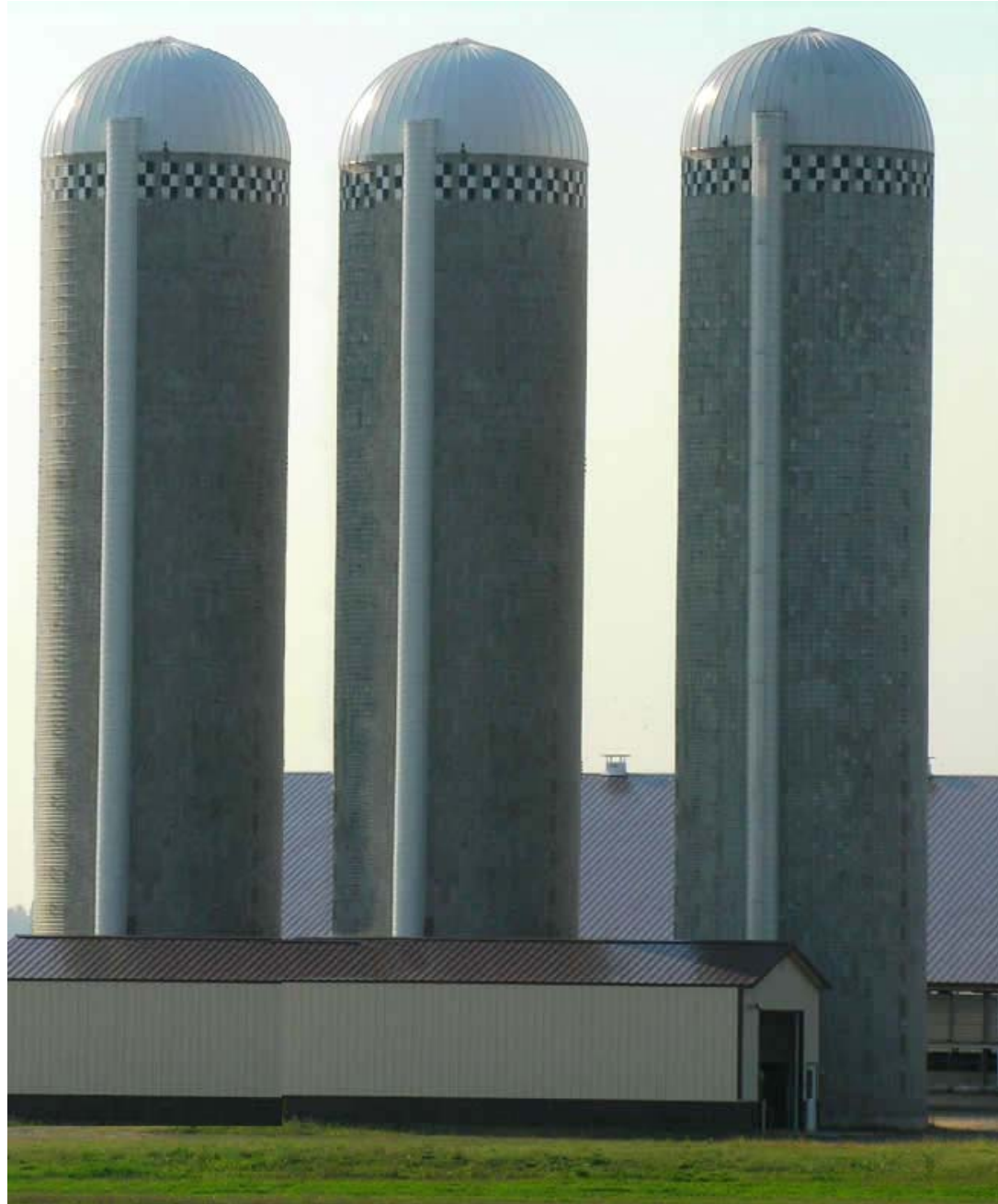
Finances
(Viability)



Operations
(Feasibility)

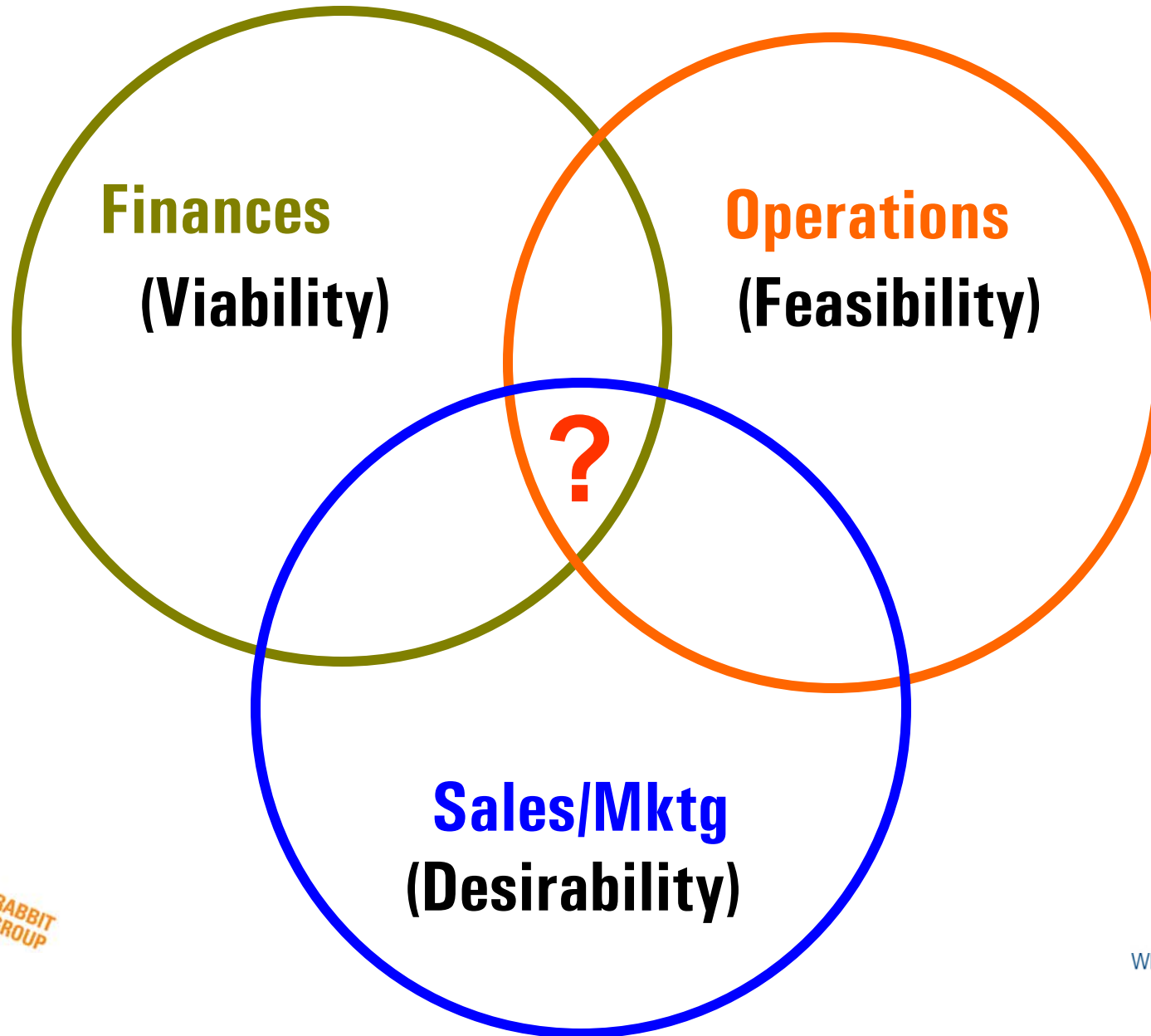
Sales/Mktg
(Desirability)





WhiteRabbitGroup.com

Centered Vision



**What integrates all
functions within your
business?**



A Centered Vision is built around the Customer

Why?



Customer Centered Vision

A Simple and
Shared Purpose



Customer Centered Vision

Focused
Resources



Customer Centered Vision

Objective Decision
Making Tool





SOUTHWEST AIRLINES



**The purpose of business
is to create a customer.**

-Peter Drucker



**The purpose of business
is to create the right
customer the right way.**

-White Rabbit Group





Install Your Vision

Michael C. Wagner, CEO