



Redemptification

“**VISION** is a clear mental picture of what could be, fueled by the conviction that it should be.”

- Andy Stanley



Vision Helps Us Overcome Problems

Vision is important to survive and thrive during perishing predicaments!





c2014 - Davis Dyar building



VISION

You need a Vision. Yes, a Vision. You need a vision that is as clear as your fear! A compelling vision for where you are going, starting from precisely where you are right now! When you feel like you are perishing, **vision is the answer**, without vision people perish in confusion and indecision. You must be intentional, not accidental, to thrive and not just survive. You must also know the season you are in and **have a vision for the future that is compelling and concise.** The seasons are always in the same order: summer, fall, winter, spring, and summer again.

A clear vision gives us hope for the future, a promise to pursue, as well as the power to endure until the vision can come to pass. It is true that if the promise is clear, the price is easy. When the promise is fuzzy, the price never seems cheap enough. Not having a vision is a vision. It is just a vision obtained from whatever emotion and confusion that you have at any given time.

During this time of uncertainty, it is critical for companies, communities, and couples to prepare a vision like everything depends on it so they can have the freedom to live like nothing does!



c2020 - Marsh Collective offices and Southerly Warehouse



TIMING

Timing is very important. The time to prepare for spring and summer is in winter. Spring and summer are coming again, and they are seasons for growing and getting the multiplication factor working in your favor.

Leaders who want to create a vision must elevate themselves above the noise of these times and circumstances, and be purposeful of what information they allow into their minds and imaginations (mental factories). How much negative can you dump into your mental factory and it still function properly?

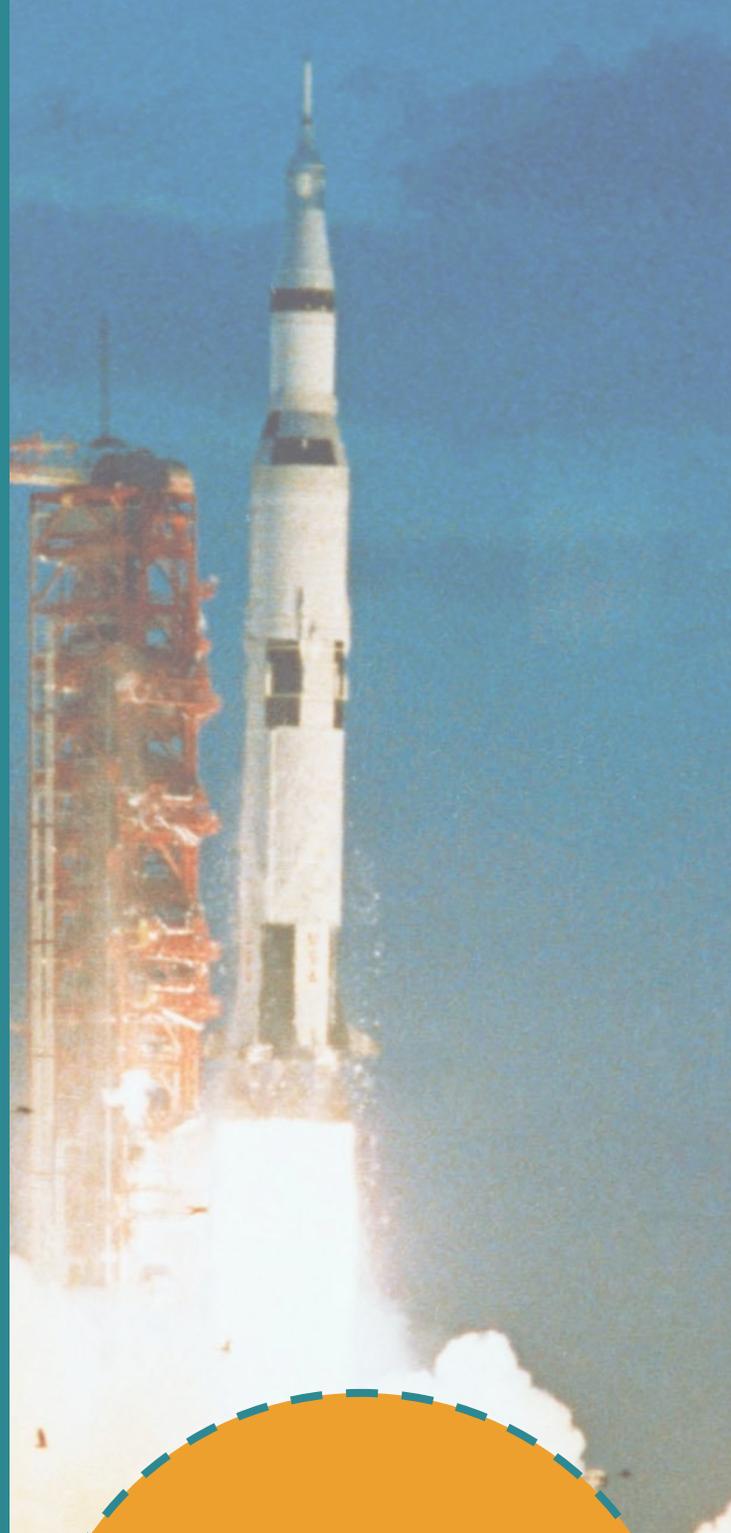
When you lack wisdom for circumstances that are unprecedented, you can seek wisdom from God (if you are a person of faith) and from wise counsel, and then you must believe once you have received it that you can make the right decision for your circumstances. Not only for your sake, but for the sake of those who depend on you. You can choose to ask in faith and believe in the ideas and plans that come without doubting. Doubt creates confusion and leads to immobilization, but a vision inspires action, pulls together collective ideas, and creates much needed positive energy. These are the ingredients of a vision that overcomes:

1. A detailed Plan of action applying the collective knowledge and wisdom of the team outlining the days to come.
2. A relationships map of people, outside leaders and organizations where favor exists. I often say, "Every great season of my life has started with meeting someone" realizing it is often other people who will use their power and influence to help us accomplish our vision.
3. An expectancy for miracles to happen, something good that cannot be explained logically. Your vision should allow space in your plans for the people, strategy, and capital for miraculous outcomes that you can't foresee.

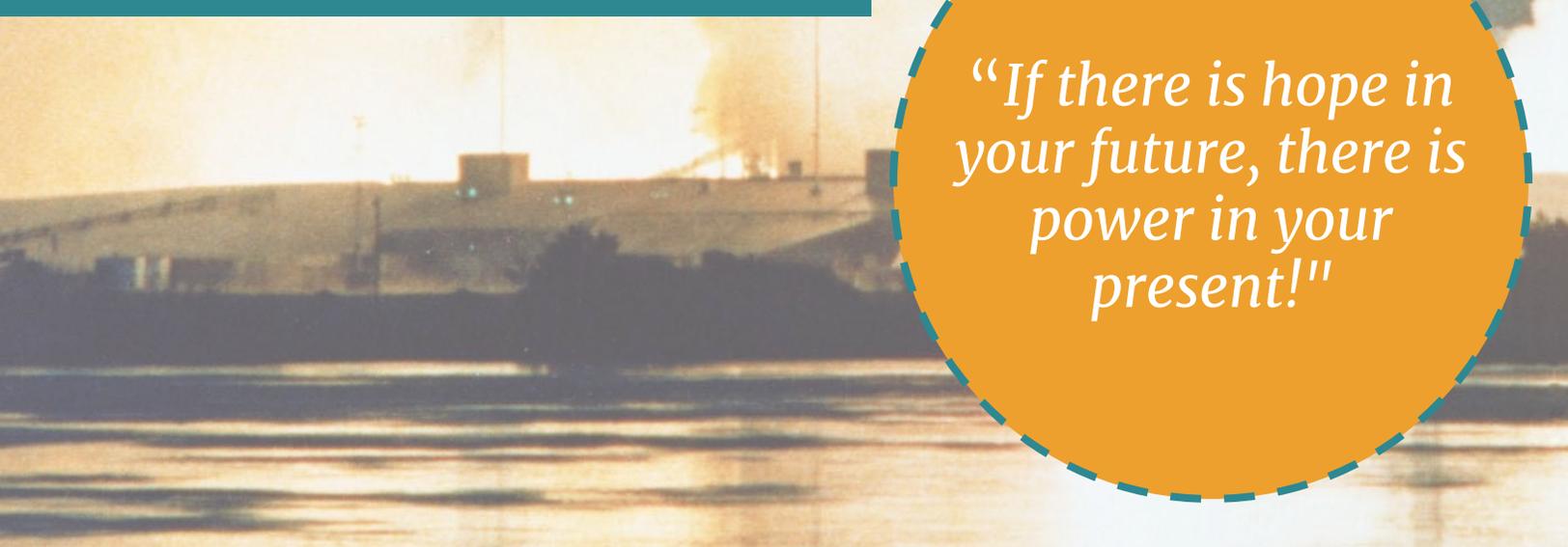
You can create the margin and the conditions for miracles to happen in the future.

4. A daily commitment of the leader to communicate the vision with piercing clarity and consistency.
5. A healthy persistence to the vision that pulls like a magnet and forms a strength to endure until the vision comes to pass and builds a common purpose.

There are tons of opportunities brewing under the surface of this current crisis. Are you prepared to move into them? The difference in a home run and a foul ball is timing. The time to prepare to come out of a crisis is during, not after. If you wait until the crisis is over and for the economy to turn, you have likely missed the “window of opportunity”. Why does NASA often schedule a rocket launch for the middle of the night or when the weather seems unlikely to cooperate? It is because the best time to launch was meticulously calculated on a blend of factors: the flight’s target and goals, the type of vehicle and the desired trajectory, etc., and that exact window of time is critical to the success of the mission. The launch window can vary from one second to several hours depending on the variables. The key is NASA has prepared before the window of opportunity and they have a vision of what they want to accomplish. No one knows exactly how long our window of opportunity will be with this current crisis, but the time to prepare is now, so that when the window is open, you can initiate the sequence of events that can propel your vision forward.



“If there is hope in your future, there is power in your present!”



You must have a vision to survive, and then to thrive

If you are reading this, you are likely in the space between stimulus (crisis) and your response. Your response to this current crisis will be shaped by your vision and a plan of action or lack thereof. A vision will not only give you the power to survive the present reality, but also the power to thrive when the next season of multiplication comes. With all that I currently know about this current crisis, a vision to survive must span the next 120 days. I recommend a plan in **30/60/90/120** day increments at a minimum. The plan must have accurate information and reactive strategies to help eliminate the cloud of emotion and confusion.

First, you must do the work to create a plan for 120 days of surviving before you can focus on a plan for thriving, but you must not lose sight of your vision for thriving. The motivation for survival is found in our vision of thriving. Clarity of vision helps you accelerate toward your goal! For our companies, We have been working on writing our vision, for both surviving this crisis and thriving once it turns. We have approached this exercise by separating our thoughts for surviving and thriving into three categories: People, Capital and Strategy. Below are some of the declarations, thoughts and questions that may help form your vision:

“Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.”

– Victor Frankl

PEOPLE

SURVIVE

Have we written a clear and concise plan for our human capital and how to measure, manage, and multiply human resources during this time?

Tip: we use 5 Voices as our assessment and communication languaging

Have we sat down and clearly communicated our thoughts, methods, and mindset about the crisis and what we are going to do with our team? Have we allowed team members to ask questions?

Tip: Be clear and hopeful about the future knowing, Remember - "If there is hope in your future, there is power in your present!"

Have we asked who on the team can take some time off and how each person can afford to cut during this time? Armed with this information, you can make a plan to survive.

THRIVE

What did we learn during this crisis that we wish we would have known and prepared for beforehand?

What acquisition opportunities do we need to be prepared for, opportunities that we thought would never be available prior to the crisis (companies, properties, products)?

If our business increases 20%, 30%, 40% after the crisis, what would we need to know and do right now to prepare?

What lean learning lessons (team size and scope of work) should be retained after the rebound? How can we change our work for the better after this?

What deals, refinancing opportunities, reframing of expectations and other realigning can happen because of the crisis that we would never see happening if this situation didn't exist?

CAPITAL

SURVIVE

Have we written a clear and concise plan for our financial capital and how to measure, manage, and multiply it during this time?

What expenses can we cut now, in 30 days, 60 days, 90 days, and at 120 days to ensure we are ready for the rebound?

What access to capital do we have right now to allow us to survive? Lines of credit, friends and family loans, ability to borrow at the bank, projects that have been on hold we could get paid for quickly?

Tip: *Think of income and expense cutting opportunities as BB's, Baseballs, and Bowling Balls. We can fit quite a few BB's between Baseballs and a Baseball or two between Bowling Balls.*

THRIVE

What did we learn during this crisis that we wish we would have known and prepared for beforehand?

What lean learning lessons (expenses, income, financing) should be retained after the rebound? How can we change our work for the better after this?

What new loan programs (SBA) special gov't backed loans could we be eligible for? What documentation can we prepare now that would make us ready to be at the front of the line when they come available? Who is going to watch and chase these on our team?

What new capital vehicles or capital industries will be created from those industries that are eliminated by this?

Helpful Hint: If we are going to have to change expectations with others, it is best to follow the basic principle of communicating quickly, confidently, and consistently. *"People are down on what they are not UP on!"*

STRATEGY

SURVIVE

Have we crafted a plan for new streams of income for the changing landscape and a plan to help meet the shortfalls in revenue during this season? It is likely some of these pilot projects will be seeds of new ideas in the future model.

Once the vision has been written and objectives are clear, have we set a healthy meeting cadence to communicate the plan with WORDS, IMAGES, and EMOTIONS, that will overtime become the substance of Faith and Hope in both ourselves and our team?

Have we prioritized ideas, decisions, and obstacles in a written, preferably collaborative document, to keep the main focus in clear view?

Helpful Hint: These new visions and plans will not push themselves, someone has to own and steward the outcomes. *“Visions and plans are like wheelbarrows someone has to push them.”*

THRIVE

Have we created a narrative of the Preferred Future that is prosperous and exciting enough you are willing to go BIG on it? Proclaim this narrative to yourself and to your people often!

What can grow our INFLUENCE and INCOME while people are forced to be home? Do something that makes progress!

Can the team write up that new plan for a property, project, or product you have been looking for the time to research and develop?

Use Zoom and do a multi-hour brainstorming session about the future with great questions like:

- What are you passionate about in the work you do?
- What are the tasks that energize you and drain you?
- What do you need to change in how you work together (culture) to fulfill our purpose and live our values?
- What have you done that made you feel the most appreciated?

How we are helping

During this time of crisis, the most dangerous thing we can do is let our emotions take over our decision making. Letting our fear be clear and our vision be vague is a waste of an amazing opportunity. We must, must, must have a clear plan of action to believe in. It is important to remember not only to think through what we will achieve with our plan, but also what we will become by executing the plan. It will help us process the problems and lean into a mindset of possibility thinking.

We at Marsh Collective see ourselves as “General Contractors for Vision”, meaning we help principals who lead companies and communities bridge the gap between vision and execution. We are grateful for the opportunity to lead our own companies, but we have found great satisfaction in helping other business leaders as well as property owners who steward large portfolios of real estate in their communities. We know that we can make a difference in someone’s life with just a little invested time. We love being big farmers and planting lots of seeds (these visions) for the future.

If you are receiving this, you are one of our clients, customers, tenants, or friends. We would love the opportunity to explore investing time with your team. If this document added value to you and you would like to discuss these ideas further, please reach out to us to inquire about availability. Simply reach out to us at Marsh Collective [book an experience page](#) and enter your information. We will respond as quickly as possible.



- The key, if you are going to have to change expectations with others, make sure you follow the keys to communications are to do it quickly, confidently, and consistently. *“People are down on what they are not UP on!!!”*
- **Capital (Thrive)**
 - What did we learn during this problem that we wish we would have known and prepared for beforehand?
 - What lean learning lessons (expenses, income, financing) are we seeing we need to keep after the rebound? How can we change our work for the better after this?
 - What new loan programs (SBA) special gov’t backed loans could you be eligible for? What documentation can we prepare now that would make us ready to be at the front of the line when they come available? Who is going to watch and chase these on our team?
 - What new industries will be created from those that are eliminated by this?
- **Strategy (Survive)**
 - To take the written plan and meet consistently and communicate with WORDS, IMAGES, and EMOTIONS which are the components of creating Faith and Hope in ourselves and our team.
 - Since people are at home think of all they could be doing during this time to grow your INFLUENCE and INCOME. (do something that makes progress!)
 - Maybe have them writing up that new plan for a property you have been looking for the time to do.
 - Create a new product you (your team) have had in mind.
 - Have someone repaint the conference room that has been needing it.
 - Use Zoom or another video conference service and do a multi-hour brainstorming session about the future with great questions like:
 - What are you passionate about in the work we do?
 - the question is what will we do?