

Research Methodology Report

Over the last 4 years Conscious Copy & Co. has helped 400+ companies clarify their vision and message. Clients who've purchased Vivid Vision services from us were asked three questions during their Vision Expander Sessions (the first initial interview):

- *Purpose: What is the purpose for creating this?*
- *Importance: What is the biggest difference this will make in your business?*
- *Audience: Who is your intended audience?*

Key Insights

After compiling their answers and pouring over the data, we found these key insights:

- **92% were looking to align their team with the vision**
- **90% were looking to clarify their vision and the direction of the company**
- **80% needed help communicating their vision**
- 57% wanted to use as an attraction tool to share with customers, clients, investors, and partners
- 44% were looking to use their VV as a recruiting tool to attract and retain talent
- 40% were looking to motivate their team and enhance their culture
- 14% wanted motivation to stay on track
- 13% were going to use their VV as a marketing or PR tool
- 11% wanted to drive business growth and development through defining their vision and goals

Research Methods

First we compiled client information into a spreadsheet, and looked for commonalities in their qualitative answers related to Purpose, Importance, and Audience:

NAME	INDUSTRY	DATE/ YEAR	PURPOSE	IMPORTANCE	AUDIENCE
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Then we turned the nine most consistent statements (reflected in key insights) into our data points:

Clarity & Direction	Team Alignment	Motivation & Culture	Recruiting	Clients & Investors	Communicating The Vision	Growth & Development through defining vision & goals	Marketing or PR	Staying on Track
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We made contextual decisions about some of the answers, as to which group they were assigned. For example, if a business stated they “wanted their team to better understand where they were going,” we added them to the Team Alignment pool.

Furthermore, for answers that were missing or incomplete, we assigned them as follows:

- Purpose - If left blank, the answer was assigned to the “Clarity & Direction” column
- Importance - If left blank, the answer was assigned to both the “Team Alignment” and “Communicating The Vision” columns
- Audience - If left blank, the assumed audience was the internal team, and if no assignment to the “Team Alignment” column had been made, we assigned it there

Assignments were made on the basis of intent: These were paying customers who invested several thousand dollars for our services, therefore it was safe to surmise that, at minimum, these businesses intended to:

- Clarify their company’s vision and direction into a tangible document
- Effectively communicate the vision, given that we helped them articulate their ideas through said tangible document (and most answers branched off from communication anyway e.g. “create a clear picture for...” or “create more engagement with...” or “build a roadmap for...”)
- Share the document with their internal team as the main audience (even if only for leadership teams, or solopreneurs creating for themselves, both still function as internal teams of a company)

Once a summary of those points was collected, we then sorted by industry and year to collect additional insights.