

## Vista Growth Process Step 6

Step 6 of the Vista Branding Roadmap can be explained quite simply; however, prior to that explanation, let's first do a quick review of Steps 1 - 5.

- **Step 1** - An in depth look at [exactly where the brand stands today, this very moment](#), and how we arrived at this point.
- **Step 2** - All judgement is suspended, and [brand leadership dreams big, audacious, "Holy Cow!" kind of dreams](#) about anything that might be possible for the brand.
- **Step 3** - Typically, the most painful step in the process, during which we [ask the marketplace what they really think about the brand](#) to get the unvarnished truth about the brand.
- **Step 4** - An in-depth, completely analytical look at **where the market is going** based on Wall Street analysis and market trends discovered through deep research.
- **Step 5** - Doing real math with the market's real numbers applied to the brand's actual finances and resources, we determine and agree to exactly **where the brand can and will be** in 2 - 3 years.

With that knowledge, Step 6 provides the answer to the obvious question that is generated after Step 5: how do we get there? Step 6 is the very tactical roadmap to get from Step 1 - You are here - to Step 5 - Who can we be?

Step 6 provides detailed observation, recommendations, and tactics that are highly customized to the brand based on everything learned during the first five steps. This step is when we publish a playbook for everyone in the company, not just brand leadership. Everyone in the organization then knows practically exactly what they can do every morning when they arrive at work to move the needle towards the goals set in Step 5.

In Step 6, there is a good bit of ceremony, during which brand leadership declares and markets internally a new chapter for the entire organization by articulating and properly socializing the bold new goals. And, it's not just about announcing "here's where we're going", but it's also a complete explanation of why the culture should care and why customers should care.

Depending on their culture, different brands take this dawning of a new day to different levels. T. Green at Greenway Health brought the entire company out to a barbecue to hear from the leader of the organization and join in the journey towards the next great goal.

Stephen Covey said, "when there is no involvement, there is no commitment." Couple that with Henry Ford's "If everyone is moving forward together, success takes care of itself", and you have the recipe for a new start. The goal is to bring the entire organization along in step with leadership so there's no going back to the comfort of "that's how we've always done it."

When you consider Step 6, consider what Captain Hernan Cortez did in 1519 when his Spanish expedition to the Aztec empire landed. He instructed his troops to “Burn the ships!” because retreating is easy when you have the option.