Del Norte Triplicate

COMMUNITY

From Vision to Results - Know Why It Matters

By Tony D'Urso September 24, 2026

You know what you want.

Maybe it’s building a successful business, becoming financially independent, or creating something that makes a difference.

You can picture it. You can describe it. You may even have a plan to get there.

But here’s a question that deserves an answer:

Why does it matter to you?

That brings us to the second step of The Vision Map™: Purpose.

“Your Vision is the picture of what you want to create. Your Purpose is the reason you want to create it.”

Imagine two entrepreneurs who share the same Vision: build a successful company.

One wants to reach a certain revenue target. The other wants to provide financial security for their family, create meaningful jobs, and improve customers' lives.

Both may work equally hard. Both may achieve remarkable things.

But when difficult decisions arise, understanding the deeper reason behind the goal provides a valuable point of reference.

And difficult decisions will come.

A promising opportunity may pull you in another direction. A setback may make you question the entire undertaking. You may discover that the business you're building is consuming the very things you hoped success would give you.

That's when Purpose becomes particularly useful.

It helps you ask whether the next opportunity moves you closer to what matters or simply keeps you busy.

I've spent decades working with entrepreneurs and business leaders, and I've seen how easy it is to become absorbed in the work itself.

Meetings. Deadlines. Customers. Problems to solve.

"You can spend an entire day accomplishing things without stopping to consider whether those accomplishments are taking you where you really want to go."

Purpose brings that question back into focus.

It also helps you recognize when success, as you've defined it, may need to change. Sometimes the destination looks different once you understand what you're actually trying to achieve.

And Purpose doesn't have to be grand.

Your Purpose might be spending more time with your children. It might be creating opportunities for people who have been overlooked. It might be building something your community needs.

What matters is that the reason is genuinely yours.

Here's a simple exercise.

Write down your Vision in one sentence. We explored this first step in the September 3 edition of the Del Norte Triplicate.

Underneath it, write:

"This matters to me because…"

Complete the sentence.

Then ask yourself why that answer matters.

Keep going until you reach a reason that feels meaningful rather than something you think you're supposed to say.

You may discover that what you originally wanted was only one way of achieving something more important.

That discovery can change the decisions you make.

"A clear Vision gives you direction. Purpose gives that direction personal meaning."

Together, they form the foundation for the next step: establishing a Long-Term Objective that turns what matters into something you can work toward.

Before you build another plan, take a moment to answer the question:

Why does this matter to me?

The answer may change what you build – and how you build it.

To work through Vision, Purpose, and a Long-Term Objective for yourself, get the free Vision Map™ Blueprint at TonyDurso.com/vision.