

STRATEGIC VISION

MAPPING

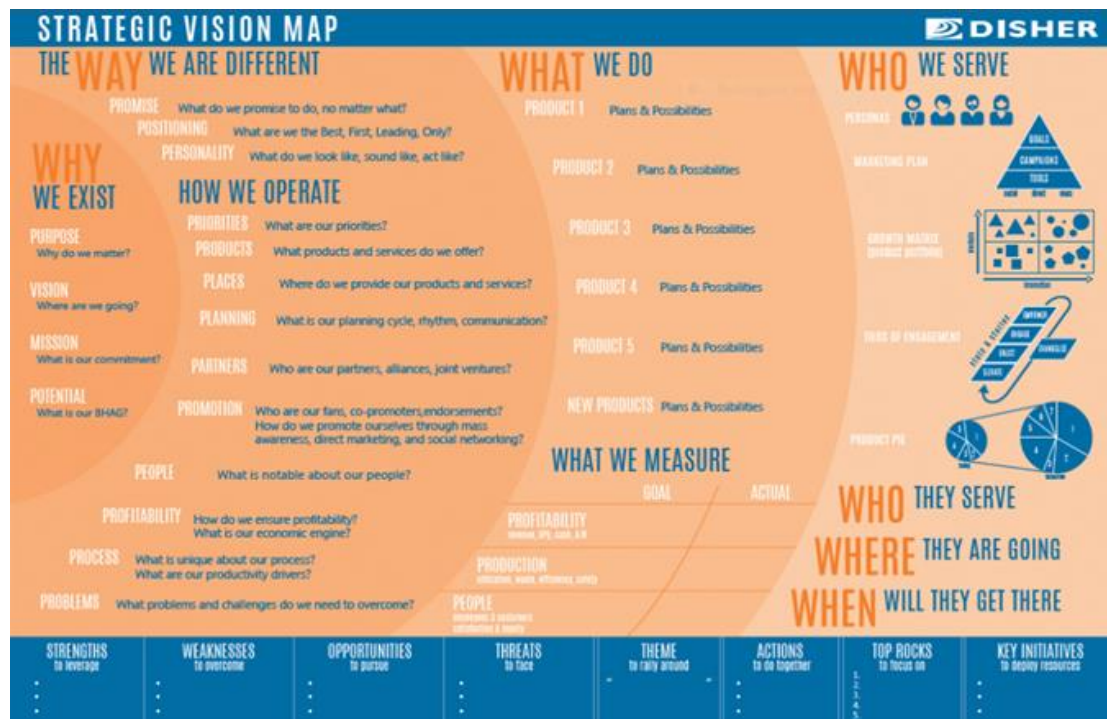
Looking to inspire teams toward action and mobilize resources toward a clear and compelling vision?

Vision Mapping is a highly visual planning process that incorporates business strategy, product portfolio planning, and marketing direction. There are many potential outcomes of the vision mapping process depending on the strategic needs. Each outcome becomes an info graphic vision map that helps paint a picture of the strategy and its next steps.

These vision maps can include historical traditions, current realities, and future possibilities. They are highly effective tools for communicating with various audiences including leaders, stakeholders, owners, staff, strategic partners; even customers and other external constituents.

A successful vision mapping process will unify and inspire teams toward action and will mobilize resources toward a clear and compelling vision. The maps will provide clear vision and direction that will prompt confident action.

Vision Mapping is a hands-on working session that assists companies develop an initial Vision Map for their firm. The session is a highly interactive “roll up your work sleeves” event.



OBJECTIVES AND BENEFITS

Participants will developed an initial Vision Map that addresses the following questions:

- WHY do we exist?
- What is the WAY that we do business?
- WHAT do we provide?
- WHO do we serve?
- WHERE are we going?

The event will conclude with the participants identifying concrete next steps.

TARGETED PARTICIPANTS

Vision mapping is relevant for any person or team within any type of organization that wants to make a difference in the purpose of their culture, profitability of their company, and loyalty of their customers. Vision mapping has been successful for Fortune 500 companies, midsize manufacturers, non-profits, ministries, start-ups, and independent inventors as well.

In order to gain the maximum benefit, groups of 2-3 individuals from the company are encouraged to participate.

PREREQUISITES

Participants should bring a copy of their company's mission statement and values.

