

Visioneering

OUR STRATEGIC BLUEPRINT

Business Challenge

Success in today's business environment requires that organizations create and

communicate a vision of the organization's future direction as well as the course it must take in order to get there. We call this process **Visioneering**.™

Creating Your Strategic Blueprint

This highly interactive, facilitated process is designed to help leaders and their teams create a practical, realistic strategic plan in a minimum amount of time with maximum collaboration and involvement.

The strategic plan is a framework through which ideas, programs and actions are initiated. The plan:

- clarifies your organization's mission, vision and values,
- provides a stable point of reference for setting objectives and goals,
- builds comprehensive plans with accountabilities,
- assists in allocating resources, and
- builds alignment among all members of the organization.

Key Content

Visioneering is organized into three phases.

1. PLANNING TO PLAN

This phase guides your leaders in gathering the necessary information to build a solid planning foundation. Senior leaders look at the business climate, regulatory requirements, future trends, key stakeholders, market realities, organizational conditions, links to other strategies and measures that need to be considered.

2. PLANNING PHASE

The strategic leadership team meets in interactive sessions to draft the strategic blueprint. Information gathered in the input phase is evaluated and the strategic plan framework is generated. (See the Outcomes section for major plan elements.)

3. IMPLEMENTATION PHASE

A plan is merely a blueprint until it is understood and embraced by everyone who will work within its framework. Phase three provides a streamlined methodology to ensure that the blueprint is well thought out and that everyone is sharply focused in support of the organization's design for the future. Management systems, responsibilities and accountabilities are identified. A process to communicate, review, measure, manage and adjust the blueprint is defined to enable ongoing management of the strategy.

Outcomes

Visioneering will generate the following outcomes:

- Mission (organizational purpose statement)
- Vision (view of success—typically 3–5 years out)
- Core Values
- Strategic Imperatives
- Measurable Objectives and Plans
- Specific Roles and Responsibilities
- A Communication Plan to gain understanding and alignment within the organization
- A process to measure progress and adapt to change

Target Audience

Visioneering is constructed for any leadership team desiring superior strategic results. Our process will guide your team along a logical path that will allow you to discover and communicate your unique vision of the future and take the steps necessary to build that future into reality.

