

Creative Visioning

Develop an inspiring vision
for the future of your company



The Challenge

In this day and age, it is not possible for businesses to simply continue on their existing path. A rapidly changing and increasingly globalised business environment means that business need to be ready to evolve, and have a clear idea about where they are heading. Unfortunately, many organisations fail to come up with a vision for the future that is inspiring, challenging, achievable and uniting.



How can Footprint Consulting help?

Our Creative Visioning Service facilitates a team-based collaborative visualisation of what the future can hold for your company. We focus on creating a workshop atmosphere that is supportive and open, encouraging every team member to participate and feel confident in bringing creative ideas to the table.

Following on from the visualisation session, we work closely with your team and use strategic analysis to transform the visualised dream into a company vision for the future. We also follow through and support your team in developing a strategy to make the vision a reality. Our creative visioning can reinvigorate your company and inspire your teams to reveal new opportunities.

KEY BENEFITS

Our approach enables our clients to:

- Anticipate breakthrough before they become a necessity
- Create company-wide momentum
- Unify individuals and teams
- Create clear accountabilities



Creative Visioning Process

Our process to translate your vision into objectives and action plans

STEP 1

Collective
Dream

COLLECTIVE DREAM

The process starts by developing a collective dream for the future of your company

STEP 2

Strategic
Analysis

STRATEGIC ANALYSIS

This dream for the future is then transformed by strategic analysis.

STEP 3

Vision

VISION

To become an inspiring, challenging and yet achievable vision.

STEP 4

Strategy

STRATEGY

A strategy to realise this vision is then developed collaboratively



Strategic approaches to implement a creative vision



There are two different strategic approaches that can be applied to implement a creative vision – the learning strategy or the strategic plan. The level of uncertainty associated with each component of the creative vision will determine which approach is appropriate.

1. Learning Strategy

This approach is recommended for the opportunities revealed by the creative vision in which the level of uncertainty is high. The learning strategy will involve:

- Identifying several possible pathways allowing for exploration or experimentation
- Building a strong team to follow each pathway
- Determine a certain amount of time to dedicate to each pathway
- After a predetermined timeframe, analysing the findings and determining the best way to achieve the expected result
- When the level of uncertainty becomes acceptable, the desired outcome should be incorporated into the strategic plan

2. Strategic Plan

This approach is recommended where the level of uncertainty is low or moderate. The strategic plan will involve:

- Developing an action plan collectively
- Allocating clear accountabilities, results expected and deadlines
- Ensuring that organisational capabilities and resources are aligned with the plan
- Reviewing progress monthly using performance indicators created specifically for the plan



Case study: Business Growth

Industry: Building Materials

Company size: over 1,000 employees

Engaged by: CEO

Issue: Growth and innovation

SOLUTION: The CEO of a manufacturing company decided to invest in our Creative Visioning services. With the CEO and his direct reports we work-shopped to develop an inspiring dream for the future direction of their company. This dream involved entering entirely new markets and selling their products directly to the public as well as to other customers

RESULTS: Following on from this we undertook strategic analysis to determine which parts of the dream were viable and how they should approach achieving them. **As a result they entered into three new markets, successfully marketed themselves to the public and increased their revenue by 42% over two years with an EBITDA of 20%**

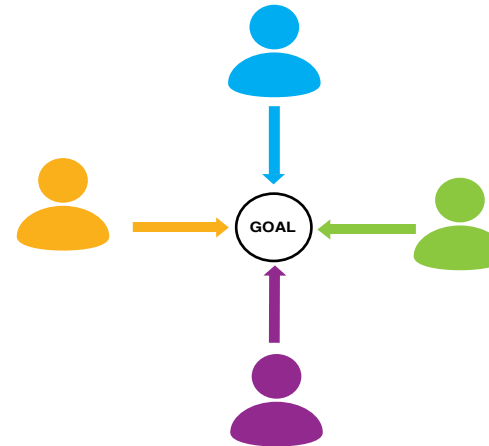


4 Key Benefits

that companies will gain from adopting a methodical and professional approach to creative visioning

Unify individuals & teams

Unify and strengthen individuals and teams



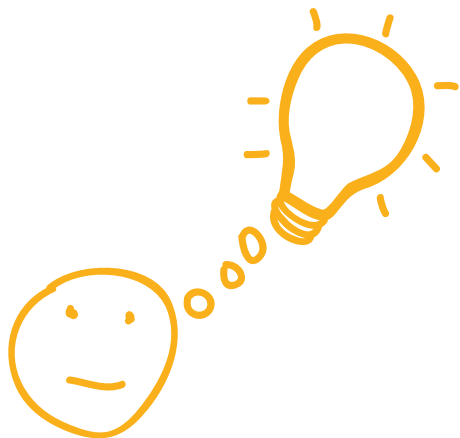
KPIs

True accountability

Drive accountability and follow through with the right performance measures in place

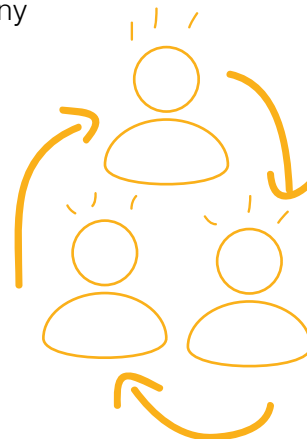
Anticipate breakthrough

Remain a step ahead of your competition



Engage your teams

Create passion and momentum as teams are involved in developing the future of their company



Our mission is to help
your organisation reach its
full potential



Contact

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