



# Strategic Visioning™

Using Imagery to *BECOME FOCUSED, FAST AND FLEXIBLE*

## PROJECTIVE ASSESSMENT FOCUS

*Strategic Visioning™* is a 1-day workshop that uses *Imagility™*, a projective technique that features over 140 images designed to accelerate the engagement of participants in the particular issue at hand. The settings for the use of *Strategic Visioning™* include:

### Enterprise-wide

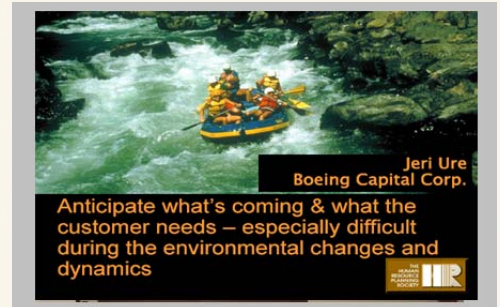
- Strategic Planning
- Mergers & Acquisitions
- Leadership Development
- Change Management Initiatives

### Team Applications

- Product Development Teams
- Organizational Culture Assessment
- Employee Engagement Training
- Leadership Development Seminars

An important part of leadership agility is visual, imaginative, and intuitive. *Strategic Visioning™* is a process for supporting the importance of both R-mode ("right brain") and L-mode ("left brain") processes for visioning the current or future situation and then engineering the actions it takes to close any gaps. The multiple uses of *Strategic Visioning™* for leadership, team or organizational agility are:

- Help assess "where we are" as a company in a marketplace
- Scan your environment and your organization with fresh eyes
- Explore, clarify and communicate your team or organizational vision and values
- Surface new perspectives on existing products and services
- Accelerate the communication within the group



## HOW LEADERS WILL BENEFIT

*STRATEGIC VISIONING™* will help leaders:

- Rapidly accelerate the implementation of organizational initiatives
- Help clarify the "ideal" image of the issue being addressed
- Speed the identification of an organization's ability to quickly adapt to a new change initiative
- Quickly identify current versus future leadership success characteristics
- Recognize cultural perceptions or misperceptions

### Participant Feedback from Seminar

Rae Mackall, vice-president of human resources at Kayser-Roth Corporation

"We were kind of stuck here. We needed a way to jump start our creativity, so to speak. *Strategic Visioning* enabled us to think outside the box and come up with ways to handle some of the problems we are facing in today's market. It was invaluable to us as a corporation."