

Vision workshop

The only constant is change. Organisations must adapt to the changing needs and ecosystems their products and service support.

This 1 day workshop will turn the abstract idea of 'our vision & brand' into something concrete that will help you get the big decisions right in the future.

Adapted from the highly successful Google design and brand sprint. The workshop will help you to tackle your product and marketing challenges.

How?

Focus on thinking about 3 key things:-

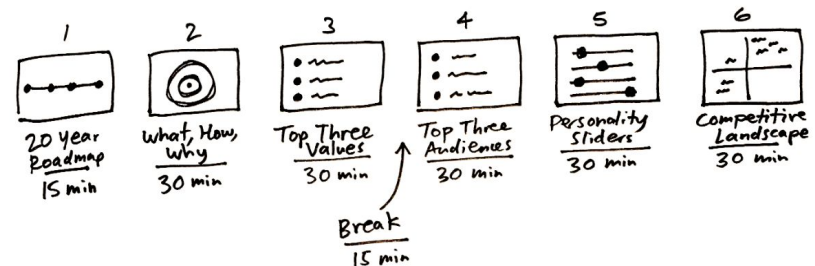
1. Your users and their needs
2. Your organisation's motivations
3. How you want to position your brand relative to others

We will:-

- Get you thinking about the life time of your brand
- Make it clear why you are in business and your motivations. So you can talk about it.
- Talk about and prioritise the stuff that really matters to you
- Understand your key users and their needs
- Understand how you fit into the broader ecosystem and competitors

Plan for the day

Spend the morning completing 6 exercises to help you to understand who you are and where you want to be:-



Use the afternoon to synthesise, iterate and refine vision, principles & values, priorities for delivery

Outcomes & outputs

- A vision statement, supported by your brand values
- A set of decision making principles
- Clarity on priority user groups and their needs
- Priorities and high level roadmap for delivery