

We made it  
easier for them  
to run their  
business.

- before -



- after -



This is how.

This business had been in operation for 17 years and required a crystal clear focus on its expansion plans into Africa and the rest of the world, to ensure its profitability.

The owners had a vision and required a road map to get them - and their staff - there. The current lack of clarity and focus was leading to increased frustration.

## *The Story*



The business was in need of a well-defined strategy that was supported by a practical plan to achieve their goals. The plan needed to be clear, precise and to the point - indicating a road map that would hold staff accountable and motivated. And lastly, effective structures and processes were needed to deliver against the strategy.

## *Our Briefing*

During client workshops we probed, debated and deconstructed the vision to ultimately create:

- a Visual Strategy Map with a 3 year road map;
- resources and budget plans;
- a redesigned business structure;
- a SCOT analysis;
- a value stream; and
- ideas on a new business name.

In all of these we simplified complex situations by using user-friendly, storyboard-style visual strategy methods.

*How Long Did It Take?*



2 Days of On-Site Workshops

*What We Did*

*Who Was Involved?*

Executive Directors  
& Company  
Successors

Strategy Specialist  
& Visual Strategy  
Architect





## *The Resulting Visual Strategy Map*





The client started out being **unclear** about how to go about **bringing their vision** of expansion and growth **to life**. After working with us, the whole team **knew exactly** where they **were heading**, and most importantly, **how they would get there**, and who was responsible for what. They were left with a full-colour, visual physical road map, with their entire expansion plan and execution steps shown in detail, to post on their office wall for keeping them on track.

*The Result Achieved*

A Visual Strategy Map, called The Business Destination Map™, which created a clearly defined road map showing where the business would be heading over the next 3 years and what was required to get there.

That was supported by a detailed Action Plan of what needs to be done, by whom and by when, ensuring full accountability and clarity for the team.

*The Outcome*

# *Where are you at the moment?*

- unclear on how to reach your vision
- contending with different versions of a company vision
- short on concrete plans
- unclear whether current strategies will lead to the desired goal
- poor accountability
- lack of cohesion
- process inefficiencies

**Tel + 27 21 974 6197**

[info@petanque-c.com](mailto:info@petanque-c.com)

[www.petanque-c.com](http://www.petanque-c.com)



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*Give Us A Call*

Business can be complex.

Which could mean delays, resistance and lost opportunities as you sift through the complexity to get clear direction on how to reach your goals.

Our company uses award-winning visual tools and proven facilitating techniques to map out your strategies, processes and projects to save time, give focus and get your team on board.



**Pétanque International**

Clearly Better