

We made it
easier for them
to run their
business.

- before -



- after -



This is how.



Pétanque International
Clearly Better

Case Study

The Next Phase for an EcoTourism Business

 Visual Strategy

The company had been going for 18 years, but needed a fresh look at the way forward. The business needed to remain relevant and grow in profit, in physical space and in what it offered. A key challenge was securing more land. The founder and owner also wanted to gradually exit the business over the next 3-5 years by moving the business into the advanced "sustainable phase" of business growth.

The Story



"We need to progress, change and do things differently, bigger and better with fresh ideas... and we need to see the plan and how all elements of our vision connect in order to deliver the outcomes we plan for."

We also want visitors to learn and feel that their thinking was challenged once they have visited our facility."

Our Briefing

Using Visual Strategy, we worked with the team to capture their Vision, Goals, Values, Strategy and Business Environment into a Business Destination Map™. With them, we develop a 90-day roll out plan, their 3 year horizon, defined who does what and the related actions. We did the SCOT analysis, reviewed successes achieved and identified their Entrepreneurial Flight™ positioning. And finally, we worked out a Stakeholder plan with them.

How Long Did It Take?



2 Days of On-Site Workshops

What We Did

Who Was Involved?

The Founder/ Owner
& The Management
Team

Strategy Specialist
& Visual Strategy
Architect



The Resulting Visual Strategy Map





The management team moved **from a scattered vision** and a **"stayed" disposition, to an invigorated, energised space** where a **crystal clear focus** drives new ideas with matching, achievable plans. For them, business growth had become a tangible - something in their hands and within their reach. *"We are enthused! It is clear what we need to do. What needs to be done, is very do-able. It is wonderful to see it all in one view!"*

The Result Achieved

An enthusiastic and inspired management team with a clear understanding of the organisation's vision and desired outcomes, as well as their roles in achieving the business goals. The team felt empowered because they now had a clear visual strategy in hand (and pasted to the wall) to guide them and track progress on exactly how to achieve the outcomes, all the way down to detailed tasks to be concluded in the first 90 days.

The Outcome

Where are you at the moment?

- scattered vision
- incoherent plan
- low on ideas
- low team morale
- poor team buy-in
- tired of the same old way of doing
- high on opinions, low on action

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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.



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