

We made it
easier for them
to run their
business.

- before -



- after -



This is how.

A Regional Members Group Association wanted to provide relevant and practical benefits to its members by providing a programme that could assist them.

A clear need of the members was to grow their businesses and to understand how a clear, practical and easy-to-use road map could assist in achieving their goals.

The Story



"Our members' businesses range from small to established. We want to offer them insights to ensure significant and sustainable growth.

They are all business owners, some having been in the business for many years. They need an approach that inspires, clarifies and provides clear direction to achieve measurable outcomes."

Our Briefing

Providing each business owner with a flip chart blank page, pens and pencils and a copy of the our Visual Strategy Mapping template, called The Business Destination Map™, we guided the group through each element of the map. With questions and debate the framework allowed each participant to create a road map, or a part of it, with an Action List linked to performance targets for the next 6 months. The members left with a tangible visual plan, ready for implementation.

How Long Did It Take?



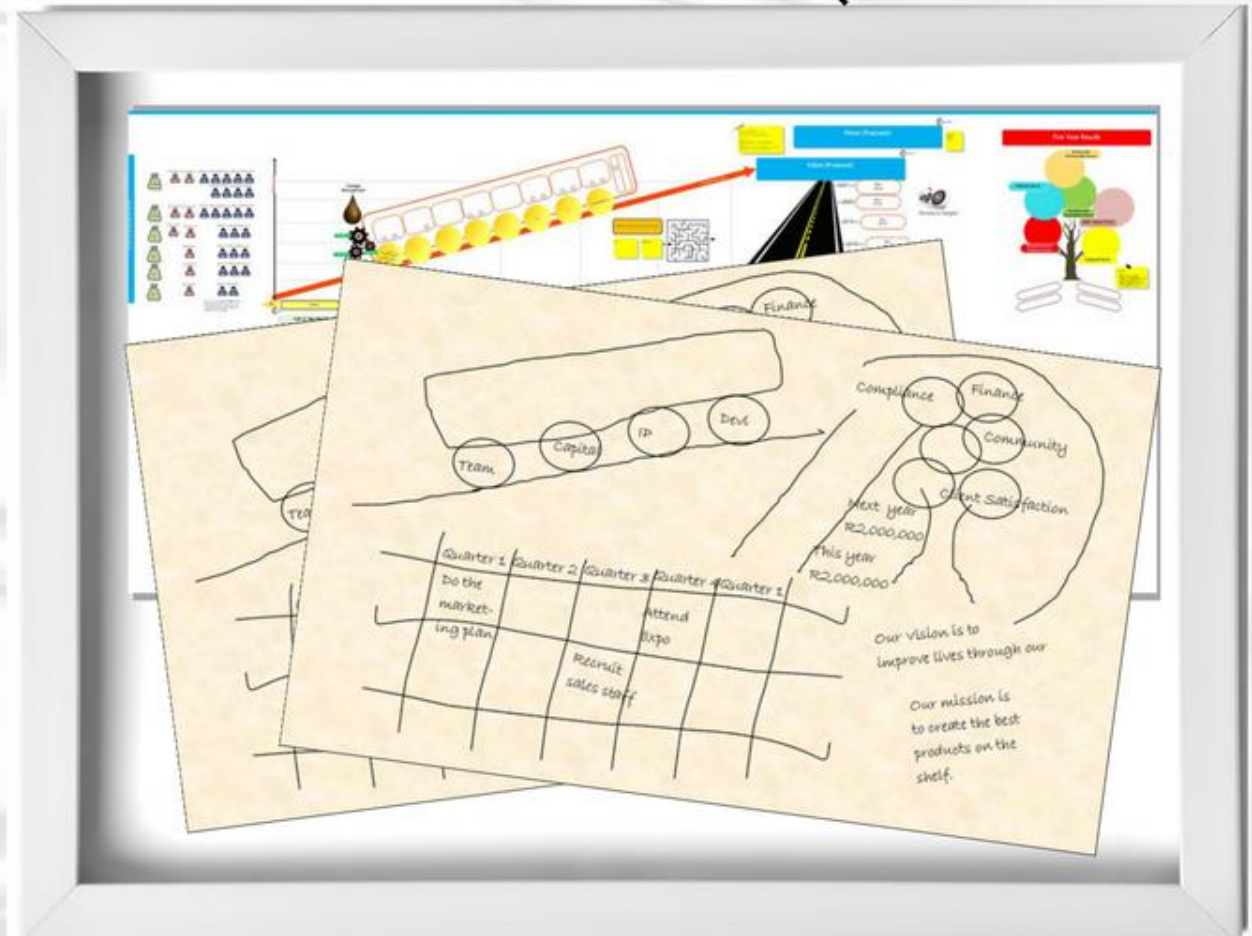
1 Day of On-Site Workshops

What We Did

Who Was Involved?

Business Founders & Owners

Strategy Specialist & Visual Strategy Architect



The Resulting Visual Strategy Map



For the Association: a much appreciated **value-add** service. *"We believe that we provided a **fantastic service** to our members."*

For the business owners: they left with a **work plan** and **road map for growth and results** in hand. *"I have done so many of these business planning and strategy sessions. This is the first time that I have **learnt so much** in one day about **working on my business** instead of in my business."*

The Association achieved its session goal of bringing real, practical value to its members. A follow-up session was planned where peer reviews of the planned outcomes were to be conducted. This created further momentum and motivation for the business owners to perform and share their successes and challenges.

The Outcome

The Result Achieved

Where are you at the moment?

- vague implementation steps
- written growth strategy, in a drawer
- plans with no clear timelines
- strategies that aren't keeping up with changes
- different interpretations of your vision
- low team understanding of strategies
- loss of focus, loss of opportunities

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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