

**CLIENT** | University Department

**DATE** | April 2011

**NATURE OF SERVICES** | Strategic Planning



## CHALLENGE

The employees at a large university identified that there was a lack of long-term direction for their department. It was decided to get the staff together for a strategic planning workshop and it needed to be engaging. In doing the work, there were a few challenges:

- > People were only going to be able to meet for ½ day
- > Uncertainty about the need for this
- > Budget is tight

## SOLUTION

- > Working with the client, we met for a fact-finding meeting to understand the specific issues, the context of the environment, and objectives for the work.
- > An interactive workshop was designed to take a small group of people through a strategic planning and visioning process using a visual approach.
- > Started with a recap of the present state of the department and the environment.
- > Cross-referenced the known information with a wall chart that showed the current vision, mission, objective and goals.
- > Moved into the future and showed this on the wall chart using visual metaphors and key words.
- > Using this visual process, the participants became highly engaged. They actively discussed each point and participated in the development of the wall chart, taking turns with the markers so they could each record their thoughts and ideas.



## RESULT

The Department now has a clearly defined long-term vision and focus. It was created by all of the participants in the strategic planning session and each person was a full collaborator. It was a highly productive ½ day session and the group got a lot more out of the process than they anticipated could have been possible.

## Here's what our client had to say about the Visuals@Work process:

*"Having taken part in a variety of strategic planning sessions throughout my career, I was delighted to have the opportunity work with Michele Anderson of Visuals@Work as she brought outstanding originality and creativity to her time with us.*

*Michele provided top quality customized support to meet our organizational needs at a time of real transition. She prepared beyond what I have experienced with other management consultants and went beyond the call of duty to provide additional tools and research to us after the strategic planning session was over. Michele came prepared with creative visual charts that allowed us to map our progress as an organization and interact as a team in visioning our future.*

*I highly recommend Michele and Visuals@Work for any organization in transition or seeking an opportunity to anchor itself firmly in its mission and vision. Michele works with integrity and authenticity to provide only the best quality guidance and support to her clients."*

