

# ***DOWNLOAD 2***

## ***VISION CANVAS***

## 1. DIRECTION - Growth (how and why?)

Can a simple, understandable, cost-optimized and revenue-optimized strategy be derived from the vision, which enables constantly increasing profits?

## 2. PEOPLE - Productivity (who and with what?)

Do all involved work passionately, professionally, focused, humanely and with united forces for the same goal?

## 3. IMPLEMENTATION - Project, products, processes (by what?)

Do the operational implementations run in a structured, efficient, qualitative, replicable, and sustainable manner for the company both internally and externally?

## 4. VALUE - Value (how much and for whom?)

Do the sales significantly exceed the expenses for acquisition, product development and growth so that the company value increases?

# EXPLAINER - HOW TO USE

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## 1. WHY USE IT

1. Utilizing a vision board is essential for companies as it provides a practical and clear direction. In every organization, having a vision is crucial, yet often it remains a vague concept with an uncertain destination. By employing a vision board, companies can transform their vision into a tangible and actionable roadmap. This tool aids in determining the direction of the organization, enhancing the productivity of individuals, and ensuring the effective implementation of projects and processes. Moreover, it helps answer crucial questions about creating value and identifying the beneficiaries of that value within the company's operations.



## 2. WHEN TO USE IT

2. The vision matrix is utilized during collaborative sessions where a company aims to define its vision with the input of its stakeholders. By employing this canvas, companies can establish a clear and unified direction that all stakeholders can follow. It serves as a valuable tool for fostering collaboration and creating a shared understanding of the company's vision. The vision matrix enables organizations to harness the collective wisdom of their people and generate a defined direction that guides their strategic endeavors.



## 3. HOW TO USE IT

3. The vision matrix is utilized by conducting a brainstorming session focused on the four key points. During this session, participants write down their ideas on sticky notes and apply them to the relevant sections of the matrix. The aim is to generate three concise sentences for each section, aligning with the desired outcomes for each quarter. This approach ensures a comprehensive and actionable vision by capturing diverse perspectives and clearly articulating the objectives for each quarter.

Book now a free 30-minute training

If you would like to work out a solution for your business  
feel free to book a free 30-minute training with us.

# THANK YOU

Enabling people powered transformation

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