

## **Visioning:**

What is visioning?

The development of an entity's Vision.

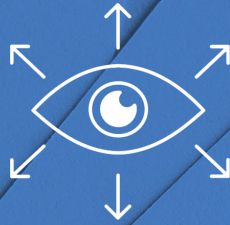
The Visioning approach.

The components of the Vision.

Value analysis

Design thinking

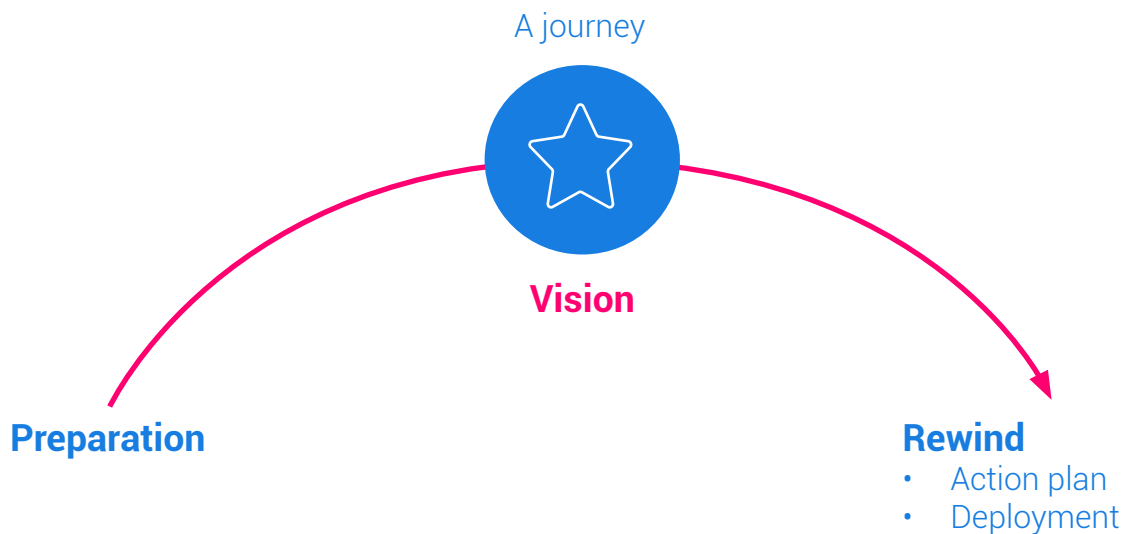




# Visioning: What is visioning?



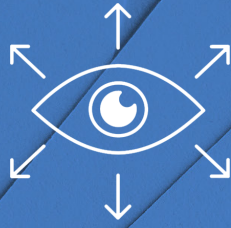
It is the process of developing the **VISION**, the dream future, the ideal image of the organization.



The **VISION** represents the path to be followed – it's the shepherd's star, which, by illuminating the entire organisation, will guide it towards its future.



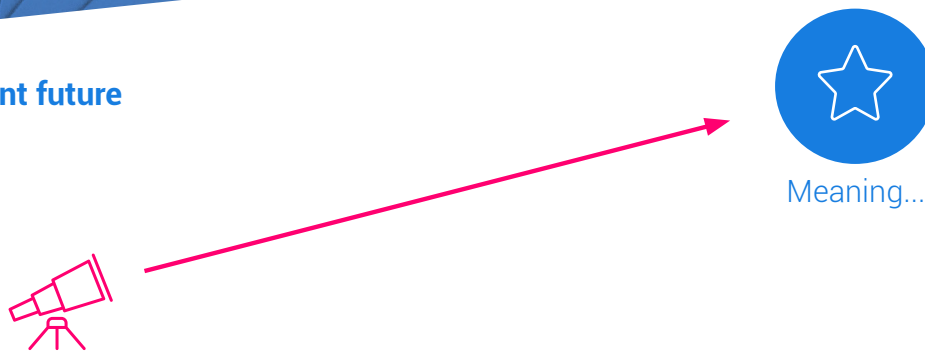
However, the vision will only be valid if shared by the entire organization, so it can become a guiding action for everyone.



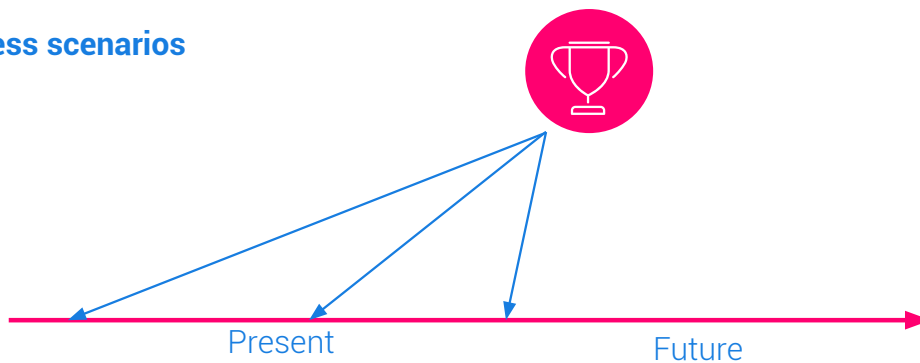
# Visioning:

the development of an entity's  
Vision

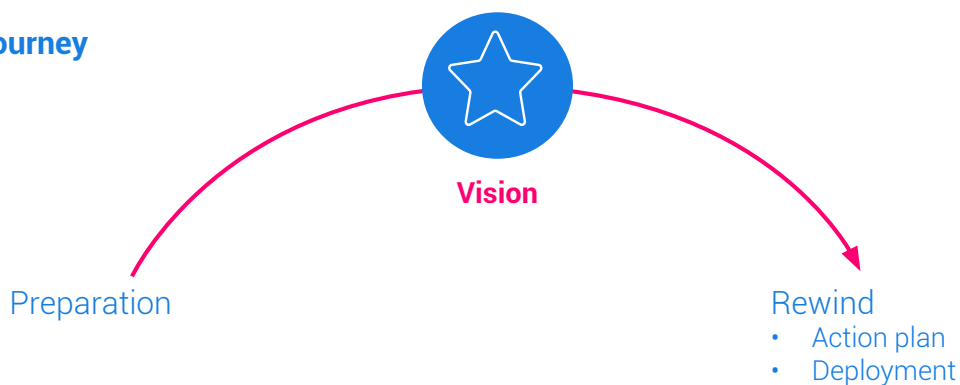
## A distant future

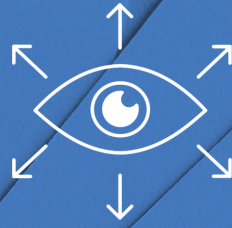


## Success scenarios



## A journey





# Visioning: the Visioning approach

## A need:

whenever you want to **create** and **mobilize energies** in the face of strategic reflection, in the initial phases of important projects, and in periods of significant change.

## A three-phase approach:



**PREPARE FOR  
THE JOURNEY**  
appreciate the present, rewrite the past to better find its roots, examine the future environment.



**JOURNEY**  
the dream for the company in the long-term: 5 to 10 years.



**REWIND**  
by placing oneself in the future, imagining the path that has been taken – confronting reality – imagining action plans, taking the first steps.

## Results:



Validated vision and strategy



Defined and shared roles, positions and behaviours



Methods of deployment



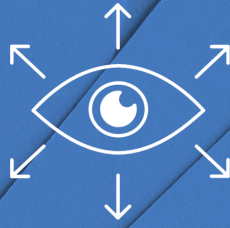
Ambition and documented success factors



Priority initiatives

**"A vision without action is only a dream, acting without vision is dull and boring, acting with vision is hope for a world"**

Documented in a Sussex church, 1730



# Visioning

## The components of the Vision



### VOCATION

Mission, the core business for which the Entity wants to be recognized, often supplemented by details on products/activities/markets.



### AMBITION

The position that the Entity wants to take up on the market.



### TARGET CLIENTS

The Entity's core target on the horizon of the vision.



### VALUES

The way in which the Entity wants to achieve its vocation and the limits it sets for itself: the place it occupies in the ecological, economic, social and cultural environment.



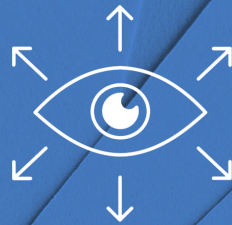
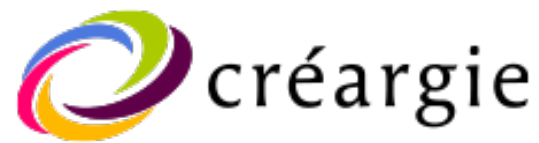
### IMAGE

The way in which the Entity wants to be perceived.



### ORGANISATION, FUNCTIONING, KEY SUCCESS FACTORS

The way in which the Entity is equipped to successfully implement its vision.



If you would like more  
information:

[creergie.fr](http://creergie.fr)

Contact us