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Shared Visioning

Vision is a critically important part of any process of goal attainment or achievement. Without vision, there is little clarity, alignment, or motivation to move toward the desired outcomes. Yet most people and groups do not have a strong sense of what they want to achieve. Forming a good vision doesn't happen overnight...it evolves with the investment of time and energy needed to make a vision powerful.

AMA's shared visioning workshop provides a useful process for a team to consider and develop a coherent, shared set of conceptualizations, values and goals for a given project or work. Through our facilitation and group process we provide an opportunity for each team member to image their desired future and to articulate and express their hopes and expectations to each other whilst looking underneath those futures to examine the assumptions and mental models that preface their answers. Afterwards the group will develop a symbolic and artistic representation of their shared vision base on an integration of both shared similarities and differences.

Next, we ask the entire group to identify some key 'conditions for success' that must occur before their vision can be achieved. These 'conditions' can be thought of as precondition or short and intermediate-term "goals" to be achieved as well.

From this point, we take time to identify what sorts of strategic interventions might need to take place in order to facilitate the setting up of these 'conditions.' We also ask them to identify the key behaviors that will be required of the various actors in their organisation in order to achieve the vision along with the type of working environment or climate necessary to support people in performing the above behaviors.

Finally, we evaluate the strength of the vision based on a set of criteria which allows us to produce a visual radar or spider web diagram that easily points out the strong and weak areas of our efforts. At the end of each session, our facilitators work to ensure that everyone is comfortable with the results of the session. Participants are given an opportunity to make final comments or express concerns about the results or the process. This helps to ensure that everyone leaves the process without feeling frustrated and may also improve future group processes.