

CREATING A VISION TEMPLATE

STEP 1 „Reflect your current Business Modell (BM)“:

Write down respectively 5 positive and 5 negative aspects of your current BM for your company and your customer



Defining a vision of your future digital business

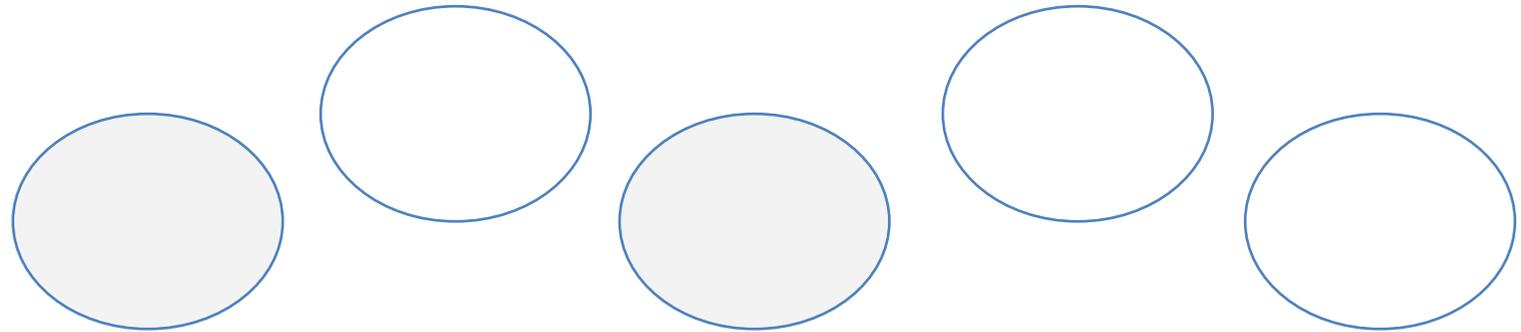
model is an important step in change management and the first part of the transformation phase. A vision sets the direction for the whole company and gives everyone a clear idea of where the company is headed. A shared goal encourages employees to act in the direction that has been agreed on. That is why it is important to invest time in this step and also to involve employees from different management levels and different departments.

	Positive	Negative
Company	1.	1.
	2.	2.
	3.	3.
	4.	4.
	5.	5.
Customer	1.	1.
	2.	2.
	3.	3.
	4.	4.
	5.	5.



STEP 2 „Brainstorming“:

Ask yourself what your future business model will look like. What problems does your company hope to solve in the next few years? What do you hope to achieve? * Fill in the circles


STEP 3 „Visualize“:

Bring your ideas from the brainstorming session to life with LEGO Bricks, modelling clay, SAP scenes or other creativity tools

STEP 4 „Concretize“:

Describe your Vision in a detailed and concrete way by asking:

- What are the benefits of the new BM for our company?
- What are the benefits of the new BM for our customer?
- How can our company support this vision?*
- How must we change our working culture to realise our vision?
- Until when do we want to achieve our vision and how can we measure our goals?



* See also: Design a better business:
 „5 steps to design a vision beyond a
 vision statement“ -
www.designabetterbusiness.com/2016/10/03/5-steps-design-vision-beyond-vision-statement/



STEP 5 „Statement development“:

Find a statement and key-words to articulate your vision in a simple thus encouraging and inspiring way

OUR VISION:

