Adapt faster. Grow faster.

Developing brilliant growth strategies in this economy requires upskilling fast. To that end, we’ve broken down essential leadership skills into easy-to-follow processes that empower any team to rally around a strategic vision, foster innovation, and reinvent the future.
Vision Platform equips organizations by combining software tools and services with a dedicated expert. We help teams increase their performance, maintain their value and competitive edge in this ever-changing market.

Entrepreneurs, business leaders, strategists and innovators are becoming disruptors with this fast, outcome-driven, and dynamic method.

This approach to business design is used in 7+ countries by thousands of business leaders. Empower your team with these simple human-centered workflows and design a business that shapes the future.
Our clients come from multiple viewpoints

Entrepreneurs
Most entrepreneurs face similar frustrations – lack of time and structure, need for clarity and direction, discovery of potential failure points and skill gaps, near-term priorities, and a long-term growth plan. They look for a practical method that achieves the business success they have always envisioned.

CEO and top management
The C-Suite needs to lead the work of transformation. They need to find time, space, and structure to design their innovation strategy, create new ecosystems, balance the core business with new business models, and guide and align their team around their transformation journey.

Business unit leaders
Business units look for vision, alignment, and shared objectives. They want to improve strategic clarity, employee engagement, external and internal impact. Their priorities are to balance excellence and agility, upskill their teams, and incorporate new capabilities in the operating framework.

Head of strategy, new ventures, and transformation offices
The chief strategy officer and the transformation office look for buy-in, alignment, and value creation. They bear the brunt of the work to make transformation succeed and need to align their teams, train their staff, and build deep transformation capacity.
Use only the workflows you need across three phases of growth.

1. **UNIFY**
   - Build a solid foundation.
   - Ensure the organization is unified around the strategic vision of the core business.

2. **INNOVATE**
   - Develop a culture of innovation, new business opportunities, and disruptive business models.

3. **TRANSFORM**
   - Lay out a transformation roadmap and optimize digital capabilities. Enable continuous change.

“Vision Platform engaged the entire team, highlighted things we were unaware of and surfaced blind spots we missed.”

—Charles Gillette, CEO Knowledge Anywhere
Continuous Evolution Process

Vision Platform employs a four-step process: **surveys** to surface collective Intelligence, **focus days** to set priorities, **diagnostics** to uncover "unknown-unknowns", and **sprints** to fill strategic and execution gaps with 2-5 day projects to enable change. The process is facilitated by a Vision Platform expert who will help you define your objectives, structure the workflow of execution and clarify your insights.
UNIFY: Build a solid foundation for your core business

**BUSINESS OBJECTIVES:**
- Unify around a strategic vision
- Build engaged and high-performing teams
- Align your offerings with your market opportunity
- Learn from your competitors and target your audiences
- Lead with an exponential growth plan
- Design the experience your customers want
- Optimize your core business model
INNOVATE: Disrupt with new business models

BUSINESS OBJECTIVES:
• Prioritize industry scenarios
• Explore and disrupt your customer journeys
• Ideate and prototype new experiences
• Design new competitive business models
• Generate new profitable sources of revenue
• Pitch your proposals
• Manage multiple business models
TRANSFORM: Implement a continuous transformation

BUSINESS OBJECTIVES:
- Adopt a transformation culture
- Standardize innovation processes
- Manage a portfolio of business models
- Leverage industry shifts
- Engage new ecosystems
- Explore corporate venturing
- Build and execute a transformation roadmap
- Assess digital maturity
The business transformation roadmap

Use our self-assessment to determine your path to mature transformation
WHY VISION PLATFORM?

- **21st century leadership skills**: Strengthen your core business yet innovate for the long term.
- **No time to lose**: Unify your leadership team in one focus day, identify unknown weak points with a self-diagnostic and mobilize cross-functional teams with short sprints.
- **Empower team(s)**: Use structured workflows with an expert facilitator that allow your team to focus their energy, challenge their assumptions, and align.
- **Engage your organization**: Create a purpose-driven organization that benefits from diverse opinions.
- **Utilize untapped brilliance**: We gather the underutilized collective knowledge within your organization and apply it to workflows.
- **100% guaranteed online experience**: If your team finds no value in the process, you will be reimbursed.
- **Hundreds of executives have benefited**: See our case studies 100% to 330% growth in ten months or less.
vision platform™
Accelerating Growth

Shari Burk
Shari@visionplatform.io
206.669.6158

Xavier Pereira
Xavierp@visionplatform.io
206.319.8550

www.visionplatform.io
MARKET STRATEGY
• Market Trends
• Competitors benchmark
• Buyers
• Core and adjacent markets
• Business Model

PURPOSE-DRIVEN ORGANIZATION
• Individual values
• Company values and culture
• Collective purpose and brand value proposition
• Leadership styles
• Integrating values in the decision making

CUSTOMER EXPERIENCE
• Personas Needs and Wants
• Customer Journeys
• Customer Experience
• Network strategies

GROWTH
• SWOT
• Growth strategy
• Stretch goal
• Leading and lagging Indicators

UNIFY
Build a solid foundation of the core business
INNOVATE
Compete with new business models

DREAM
• Future vision – Future back
• Digital themes
• Future scenarios
• Challenge scoping

EXPLORE
• Personas
• Customer journeys
• Disruption
• Problem sizing

DESIGN
• Ideate
• Prototype
• Vision card
• User testing

DELIVER
• Business model
• Revenue model
• ROI
• Pitch
TRANSFORM
At scale with continuous transformation

FOUNDATION
• Leadership & Culture
• S Curve Business Models
• Industry shifts
• Market Positioning

STRATEGY
• Innovation Strategy
• New ecosystems
• Corporate Venturing
• Finance & Investment

BUSINESS TRANSFORMATION ROADMAP

DIGITAL MATURITY MODEL