

Visioning

□ What is it

- Visioning involves imagining and describing the desired state or outcome in vivid detail, providing a sense of direction and purpose.
- Visioning is a powerful tool for setting goals, aligning efforts, and inspiring people to work together towards a shared aspiration, or North Star.
- The outcome of this practice is a concise description known as a vision statement.

□□ Key Benefits / Why is this important

- It is difficult and challenging for most people to quickly grasp the concept and the objective without involving them in an explanatory dialogue. A vision statement acts as a North Star, for anyone involved in the Ideation phase and beyond as to what the future should look like when the idea is successfully realised.
- This North Star acts as a focal point of a common goal the team can believe in and align their work to.

□□ Techniques supporting this practice

- Ideation workshop
- 6 thinking hats
- Product Vision Board (template)

Revision #2

Created 21 September 2023 10:58:14 by James Hall

Updated 22 September 2023 08:54:13 by James Hall