

# **Vision Album**

## A Strategic Exploration Tool

## Create Futures – Assess Priorities – Involve Stakeholders

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Strategic Planning teams can be trained to use the process on a continuing basis. Highly facilitated **Vision Album**<sup>®</sup> programs can be run with a variety of stakeholder groups, including all staff levels and youth groups.

The **Vision Album**<sup>®</sup> can be part of an integrated training program featuring Joel Barker's best-selling video, "The Power of Vision", and the experiential Vision Web<sup>®</sup>.

#### **Revised and Updated**

**Certification Training**, **Reproducible Tool Kit**, Support Analytic Tools, Online Training, Plus Highly Facilitated Workshops Are Available!

I have found the process to be good in evoking new ideas using photos of existing programs. When we used the blank photos, the process was helpful in developing completely new ideas... The process helps to identify existing strengths and weaknesses, focuses discussion to build on what exists, promotes new ways of looking at existing programs, and allows the opportunity to envision new approaches.

> Deacon David Nagel, SCJ Executive Director, St. Joseph's Indian School

### Preview at www.joelbarker.com

Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.

The **Vision Album**<sup>®</sup> is a group dynamic process for creating and evaluating "vision possibilities." It is based on the Joel Barker's "Vision Process" for creating detailed, specific scenarios.

The **Vision Album**<sup>®</sup> process works best with diverse groups that "create" and "edit" detailed, visual "pictures" of the future of an organization. Using the metaphor of photography, participants develop new pictures based on the organization "now." Then the pictures are exchanged with another team for "editing." Pictures are evaluated based on "strategic priority" and "visual acuity."

#### **The Vision Album Process**

- 1. Small teams develop pictures of the *future* starting with pictures of *now*.
- 2. Teams evaluate pictures based on *strategic priority* and *visual acuity*.
- 3. Teams exchange pictures and "edit" to make them more *specific* and more *visual*.
- 4. Reporting options include rankings by strategic priority, visual acuity, and sorting by categories.

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