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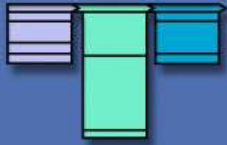
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# Strategic futures planning Suggestions for success

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March 2005

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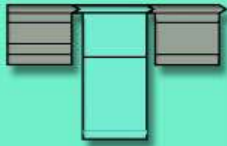
# Strategic Futures Planning

## Suggestions for Success

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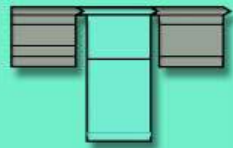
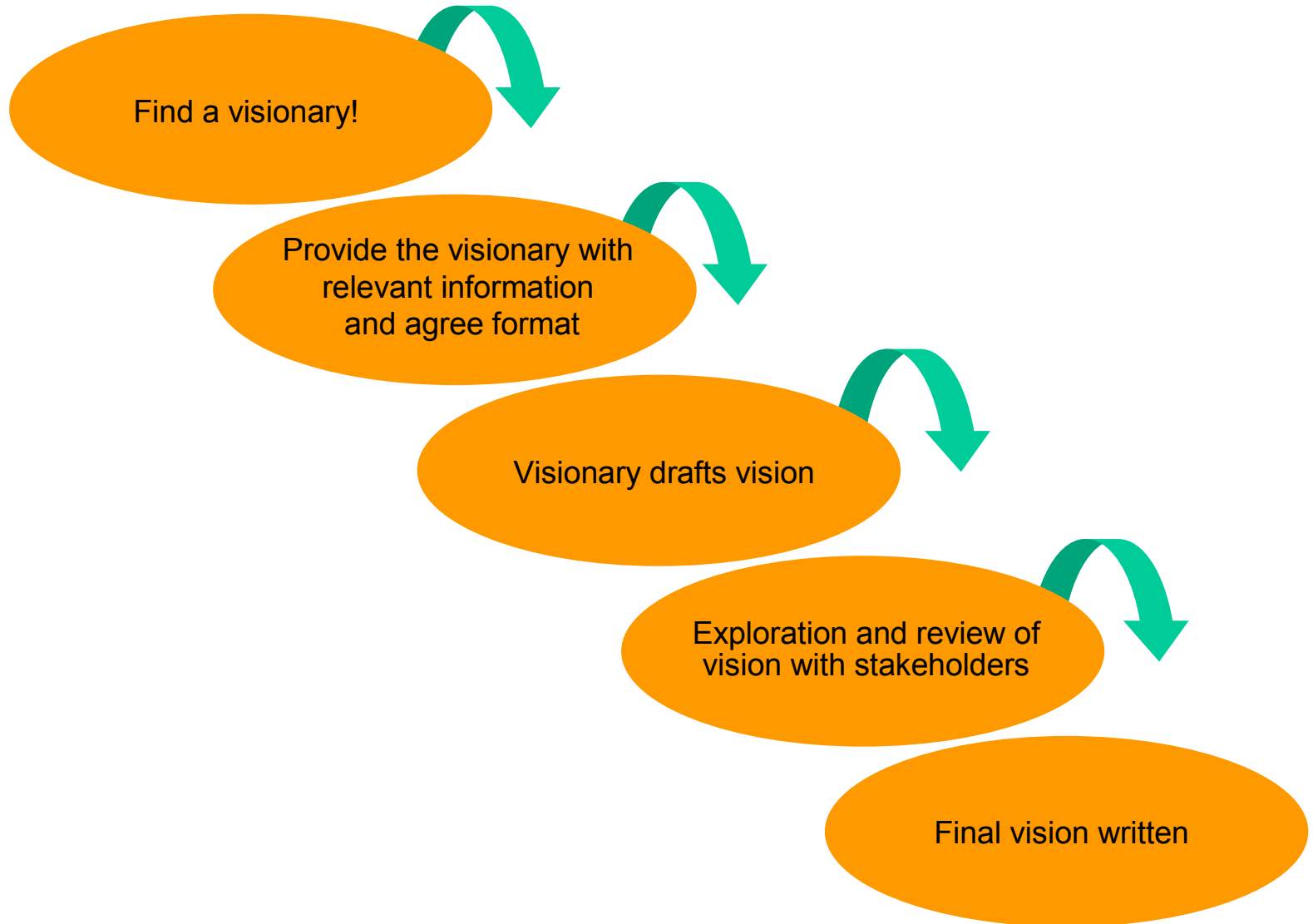
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# Visioning

# Visioning: the broad approach



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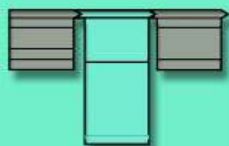
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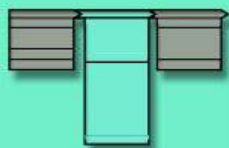
# Visioning: key steps

**Step 1: Find a good visionary.** There are not many and you need to find someone who not only can see things in a fresh way but also someone who can communicate a new perspective. It is fine if they can only communicate it orally but you would then need to get them to work with someone who can capture the vision in a form that suits wider dissemination

**Step 2: Provide the visionary with a clear brief of what you want.** You need to make clear why the work is being taken forward and any key conflicts that the work might unlock. You may not know these and they are sometimes the things that the visionary can help to spot and articulate

**Step 3: Provide an opportunity for the visionary to be immersed in the issue with evidence of what is going on.** There are a number of ways to do this, from workshops to provision of information. This has to suit the way that the visionary picks up information

**Step 4: Ensure that the visionary captures his or her vision,** usually in a written report but it could be through a series of pictures or slides



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# Visioning: suggestions for success

- **Use a visionary** with a track record
- **Provide an opportunity** for the visionary to be immersed in the evidence of what is happening in the issue being explored. Create an opportunity for interaction between the visionary and experts to allow ideas to be connected
- **Check the ability** of the visionary to write. To have impact, the visionary needs to be able to see future possibilities and paint a picture of the future that highlights key changes while linking to the present to provide credibility
- **Build in check points and opportunities to bounce ideas around.** It is valuable to have check points to review thoughts so that you can see whether the work is going to be valuable. It is also fun and very worthwhile to create an opportunity to bounce ideas around with your team and the experts. This will help to ensure that the vision is convincing