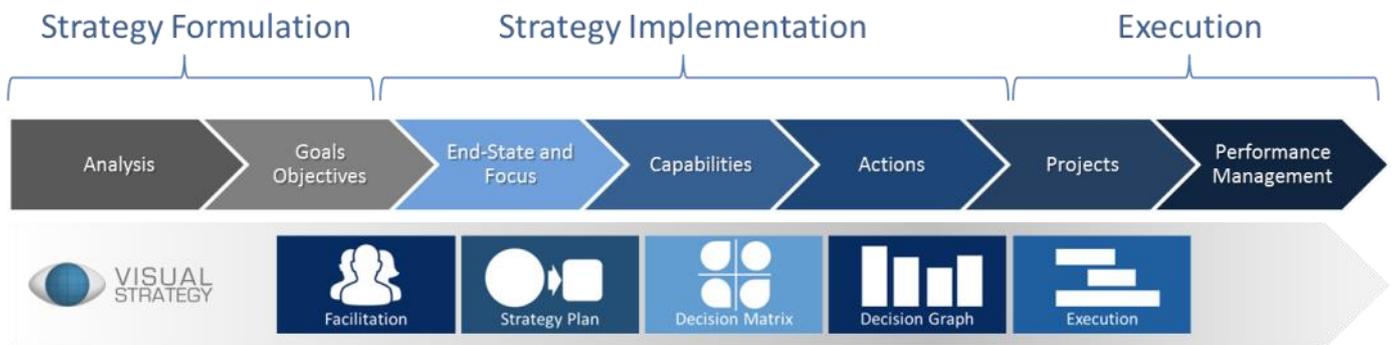


Strategy is about problem solving. The challenge all organizations have is to take a formulated strategy, a strategic initiative, or a generalized change management into implementation and further for a determined and successful execution. We take your formulated strategy into implementation and further into operations.

## Strategy process



We define the Strategy process in its generic form, starting with Formulation followed by Implementation and finally Execution of any specific strategic initiative. Our emphasis and main engagement is in the Implementation phase where we define the problem to be solved with a desired End-State followed by: Current Focus, Critical Capabilities linked up with an Action plan.



Plan

Validate

Execution

### Visualizes

- Plan development
- Communication
- Overall objectives

### Validates

- Quality assurance
- Complexity
- Decision making

### Executes

- With maintained focus
- In prioritized order
- With Involvement

Management and stakeholders share a common strategic operational picture.

Each graphical view serves a specific purpose;

**The Plan** - outlines a set of critical steps leading toward the End State with a common focus.

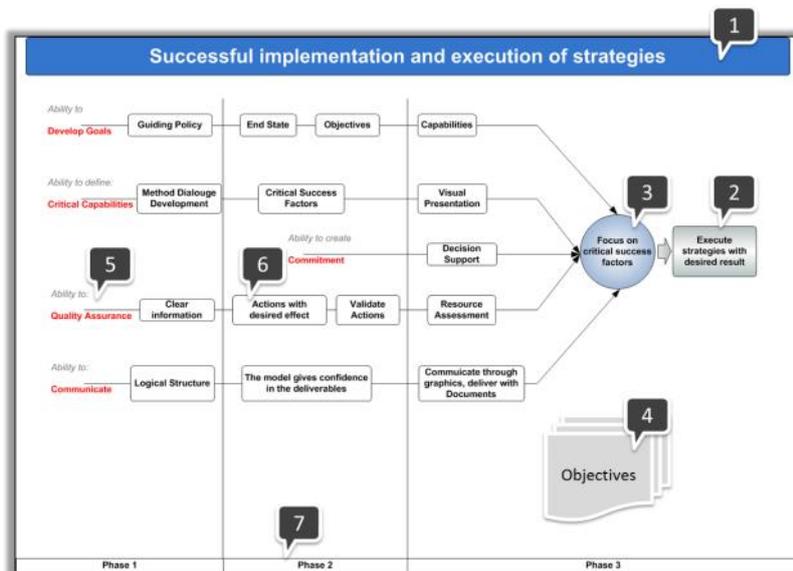
**Validation** - evaluates actions against objectives to understand why actions contribute to the End State.

**Execution** - provides detailed tracking on the strategic level.



# The Visto plan makes complex structures comprehensible

The Visto plan communicates the critical elements for the attainment of the end-state. The coherent context empowers management to comprehend all aligned actions and objectives critical for the executional readiness as well as throughout the execution.



An example to highlight the key features of the plan

1. Overall Directive - policy.
2. End State - the set of critical conditions that defines attainment of the overall objectives.
3. Critical Success Factor - "Our Focus".
4. Objectives - measurable objectives that contributes to the End State.
5. Capabilities - resources and competence we have control over.
6. DP - Decisive Points - what is most critical for success on a strategic level.
7. Phases - sequence of operations.

## Advantages with the Visto model

1. The Visto model reduces organizational friction by simplifying complex structures through clear graphical representation.
2. Policies and objectives become an integral part of the organization's strategy.
3. The plan makes it clear and logical. Visions, missions and goals are not mixed together.
4. Combines End State - Focus - Decisive Points in an easy-to-communicate strategy.
5. Project momentum is maintained by tracking the successful completion of actions critical to support the outlined objectives.
6. Demonstrates how the strategy coordinates the Decisive Points to achieve the specific End State.
7. Strategy implementation has no limit in size of company or organization.

## Customers

- Forbes Global 2000 companies in fashion, industrial equipment and energy
- The National Board of Health and Welfare (Socialstyrelsen)
- Swedish Board of Agriculture
- Swedish Defence University
- Rescue Services
- Municipalities
- Folke Bernadotte Academy

## Training



We will train your staff to become in-house experts for your organization. Team members will receive training in the process and learn how to use the methodology and VS Visto tool in your organization.



Visual Strategy Norden AB  
Cylindervägen 18  
131 52 Nacka Strand  
Sweden

Tel: +46-(0)8-551 195 55

info@visualstrategy.net  
www.visualstrategy.net  
Twitter: @visualstrat