

VISION MAPPING THE GUIDE



OUR UNIQUE METHOD OF VISUAL CONSULTANCY FOR STRATEGIC ALIGNMENT

VISION MAPPING

Vision mapping is not a picture. It's a process, through which you'll achieve clarity and alignment in record time.

Taking a new strategic tack or embarking on a programme of change? Vision mapping is a powerful way for leaders to clear away complexity, and gain fresh perspective on what really matters.

Our unique method of visual consultancy uses drawing as the filter through which you and your team reach strategic alignment.

The map you produce makes it easy to share your vision with stakeholders at every level, but the process of making it is even more valuable.



WHY DO I NEED IT?

Clarify, simplify, unify

Whether you're plotting your course to future success, defining your values, or embarking on organisational change, Scriberia's unique vision mapping process is a proven and highly-effective method to clarify, simplify and unify your team.



Make your vision visual

Like a geographical map, a vision map is a spatial arrangement of concepts seen in overview, offering a perspective from which to view things in context. And just like a standard map, that makes it a great tool for planning, strategising and educating.

Vision maps can be broad in their scope or very specific. We can capture the landscape of your market, the future state of your organisation, or the roll out of a new process within a single function. Whatever you need to see clearly, vision mapping will bring into sharp focus.



**SEEING
THE
BIGGER
PICTURE**

**HM PRISON & PROBATION SERVICE
DIGITAL STUDIO
SHEFFIELD**

Subsonia

HOW DOES IT WORK?

There is method in the magic. Whatever the focus of your vision mapping project, its purpose is to develop a clear picture of how the key elements fit together and relate to one another. Throughout a series of structured online or in-person workshops, our highly-skilled team get to grips with the details that really matter and help you map them out.



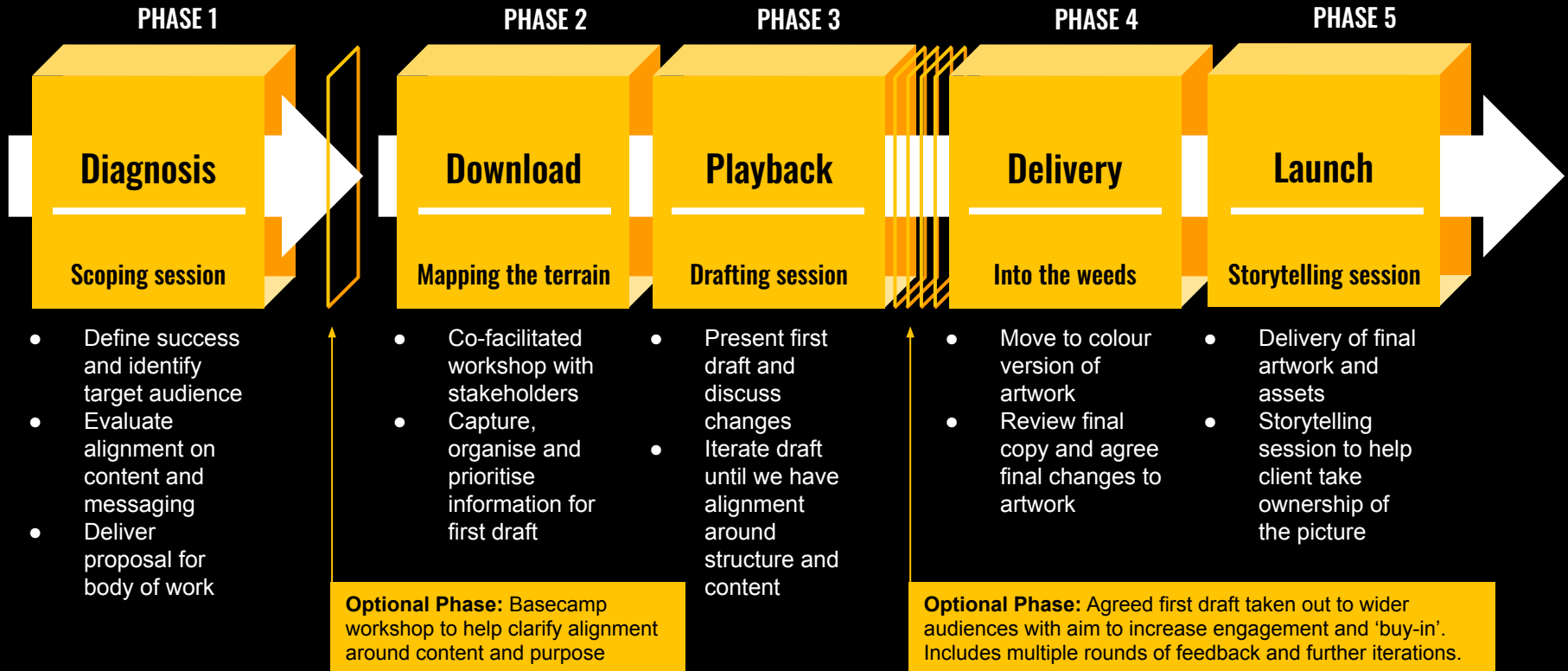
The process of co-creating a vision map with Scriberia forces groups to prioritise, make connections and reach consensus. As such, a parallel benefit of vision mapping is the emergence of greater team alignment and clarity and the establishment of a common language and points of reference.

So, while the map you create will, undoubtedly, be an invaluable asset when it comes to communicating your vision. There is even greater value in the process of creating it.

Take a look at the step-by-step process on the next page.



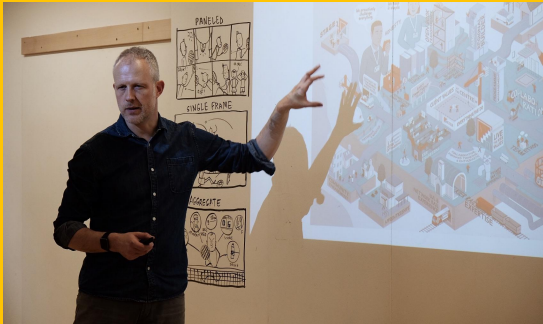
OUR PROCESS



ARE YOU READY?

The ultimate aim is to achieve the clarity you get from a high vantage point; a sense of position, purpose and direction. We're experienced guides - we've helped plenty of teams get there before. But our clients need to be prepared, aligned and focused before starting off.

Ask yourselves the following questions before you begin:



- Can everyone make a good attempt at explaining the strategy to someone with no prior knowledge? Are our explanations reasonably well-aligned?
- Are we in broad agreement on what the vision map needs to communicate?; What's in and out of scope, and what it should make people think and feel?

If you can answer yes to these questions then we're ready to go. If not, consider our **basecamp workshop** to get greater alignment around the purpose and content of the vision map before you begin. It's also an opportunity to include a broader range of voices.



VISION MAPPING +

Animation

Aligning a wider audience to your vision will rely on the story you tell about it. That's why animation is an ideal complement to any vision map.

Through animation, you can build a compelling and coherent narrative around your vision, that is shareable at scale.

An animation is an ideal way to onboard and orientate your audience; guiding them through the vision, highlighting key areas of interest, and helping them to understand their place within it.



VISION MAPPING +

Storytelling workshop

Now you have your vision map, how will you convince your audience to align themselves with it?



Our storytelling workshop is designed to help strategic leaders identify key audiences for their vision map, and craft the stories that will connect those audiences to its messages and meaning.



VISION MAPPING +

Presentation assets

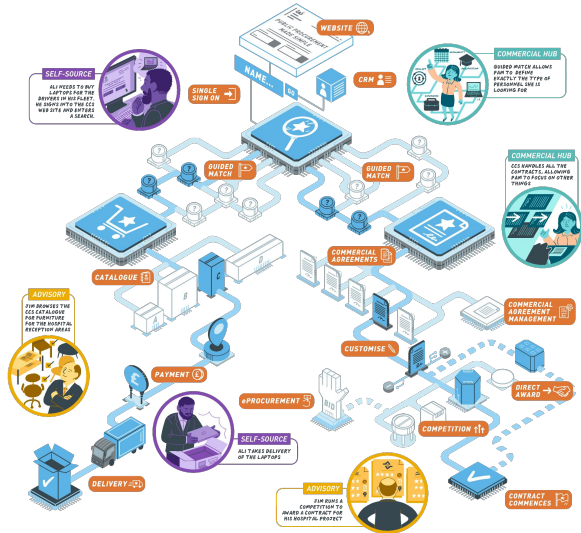
Allow your vision map to provide the visual language through which your project is recognised and understood. Key elements of your vision map can be reconfigured and repurposed for use in presentations, reports, web pages and branded assets, ensuring consistent and impactful communication.



VISION MAPPING +

Interactivity

Interactive images can provide depth and context to a static image. They are a highly-effective means of comparing different states or phases of a project, e.g. “Today” and “In five years”.



By layering information (videos, data, documents etc.) into an interactive vision map, we can create a truly engaging interface that allows users to explore and take deeper dives in areas of particular interest.

VISION MAPPING +

Murals

When you have created your vision map you'll want it to become part of the fabric of your workplace, and a mural is a great way to achieve that.

After all, the plain white walls of the average workspace do little to reflect the stories of ingenuity and endeavour unfolding within them.



Many of our vision maps have formed the basis of spectacular workplace murals. It's a brilliant way to foster a true, day-to-day connection between your vision and your people.

With the vision is visible to all, its themes and aims become powerfully embedded in the decisions you make and the work you do.



OUR RESULTS

“With a visual map it’s just so much easier for staff to grasp how it works and what they need to do than a whole page of bullet points. It’s a fantastic training tool.”

Lin Orman, Performance Improvement Manager, Probation Service

“This has given us an incredibly valuable asset that has been used in so many ways - at leadership meetings, technical reviews, ‘lunch and learns’ and team briefings.”

Mona Sihota, Network Technical Head, Network Rail

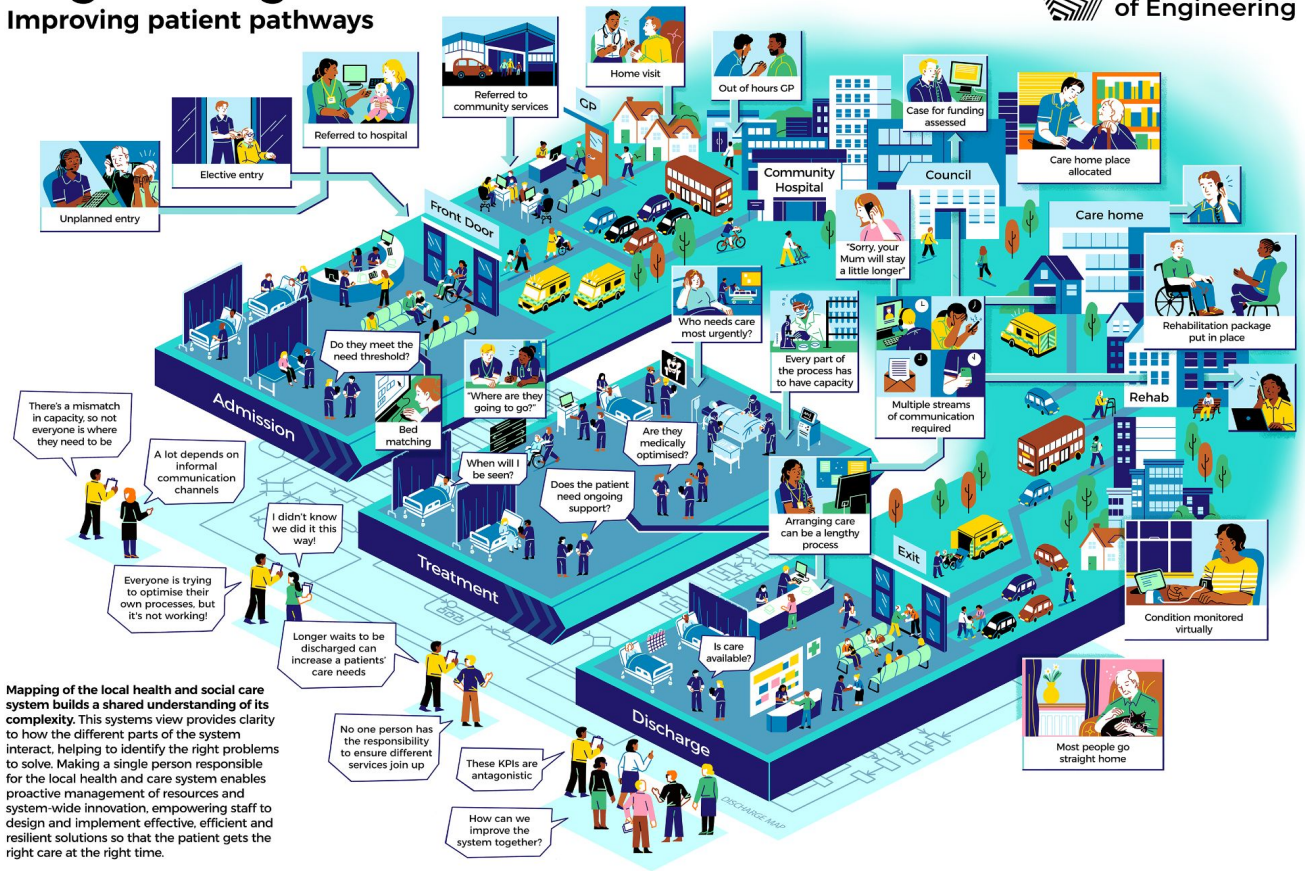
“Scriberia understood our vision right from the start, and the result is an incredibly impactful piece of work that both presents our vision and tells our story.”

Dia Nag, Head of Strategy and Digital Transformation, Cabinet Office



Engineering Better Care

Improving patient pathways



Mapping of the local health and social care system builds a shared understanding of its complexity. This systems view provides clarity to how the different parts of the system interact, helping to identify the right problems to solve. Making a single person responsible for the local health and care system enables proactive management of resources and system-wide innovation, empowering staff to design and implement effective, efficient and resilient solutions so that the patient gets the right care at the right time.

Geotechnical Asset Management

Challenges in managing earthworks

Future Proofing

Sustainable investment to meet industry demands in a changing climate

Forecasting Deterioration

Evidence based asset modelling to determine capital investment

Failing Assets

Effective risk controls to enable preventative treatment before failure

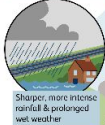
Failure Impacts

Increased business exposure to safety, performance, financial & reputational risk

Climate change increases the extreme weather challenge



Extremes of wet-dry cycles increase with climate change, re-evaluating assets

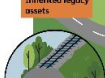


Shaper, more intense rainfall & prolonged wet weather



Clay shrinkage from hotter summers

Inherited legacy assets



Geotechnical condition

Network level LiDAR coverage

Satellite data

Aerial observation

High-definition video

Evaluation

Determination of management action

Sensors

Ground Investigation

Examination

Data from examination teams

Slope stability assessment

Track geometry recording

Academia

SMEs

Industry partners

Independent review

Monitoring & assessment activities

Capital investment

Capital investment workbank

Improved failure reporting

Type
Cause
Impact score

Standards & Controls Framework

Policy

Prioritised interventions

Right asset, right time, right intervention

Competency & development

IT transformation

GAIA
Improved asset management capability

R&D

Regions can pick & choose approved technology
New and creative thinking

Rail Operations Weather Service

Synchronised risk decisions

Operational management

Convective Alerting Tool
EWATs

Targeted mitigations during adverse weather

60

Excessive water uptake

Dense vegetation

Managed & appropriate vegetation

Common understanding of good performance

Geotech systems engineering

Vegetation
Water mgmt
Stable slopes

Clear drainage

Key priorities in our response

Resistance to Weather

Reduce asset vulnerability through strengthening works

Relative Prioritisation

Deployment of treatments & mitigations at our highest risk locations

Reliability

Collaboration with drainage and vegetation managers (critical interfaces)

Response & Recovery

Preparedness enables fast and effective response and recovery

Prioritise high-value lines

Market led

Renew & refurbish

Nature-based solutions

Manage risk from 3rd parties

Advise and cooperate with inside neighbours

Access strategy for interventions

STOP

Basic maintenance

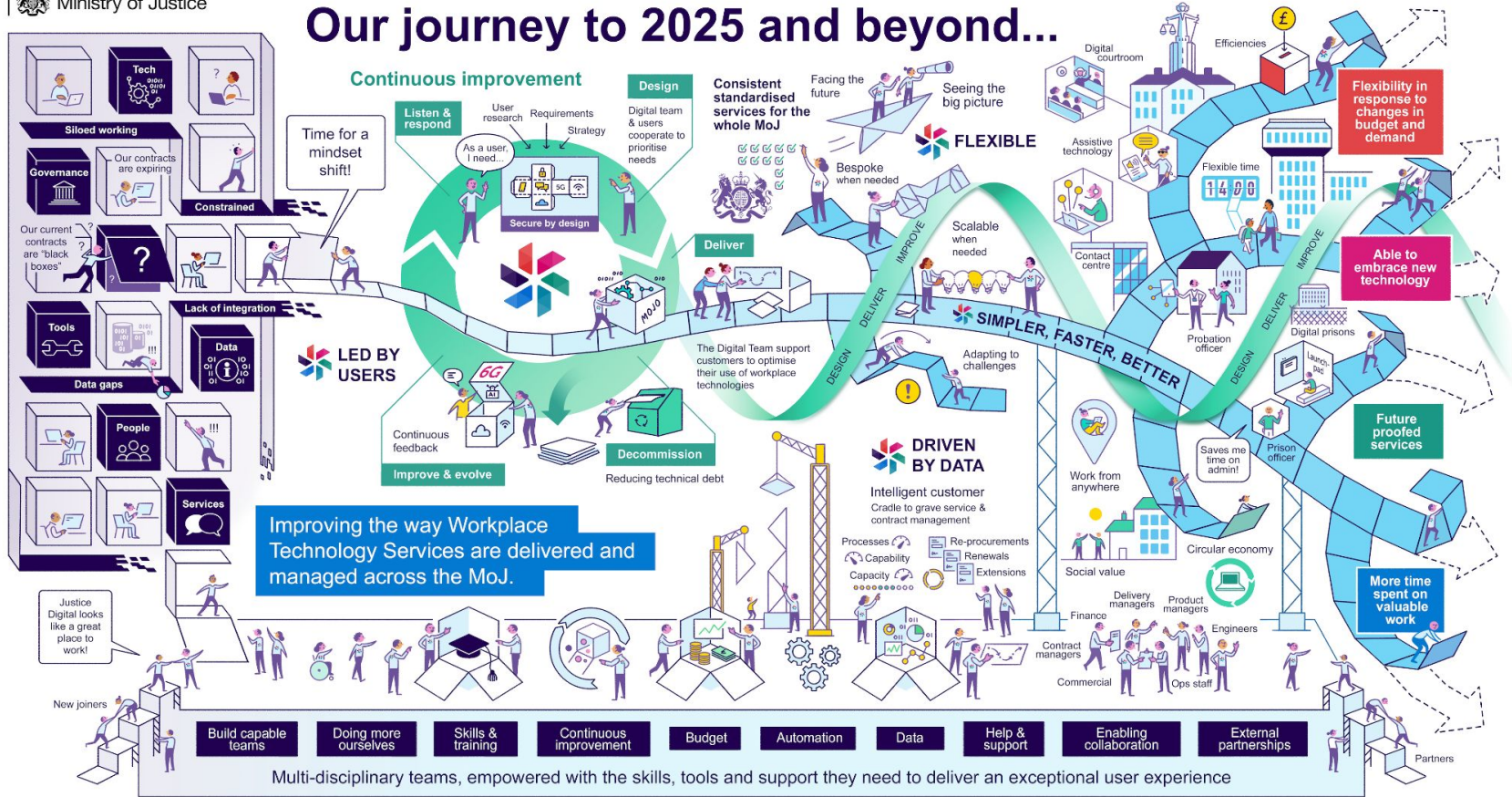
Systems engineering

Ro-grade slopes

Alerts for drivers

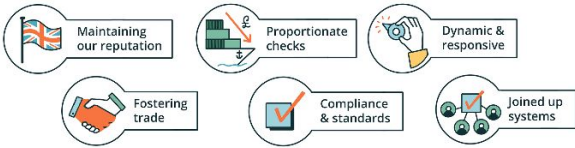
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Our journey to 2025 and beyond...

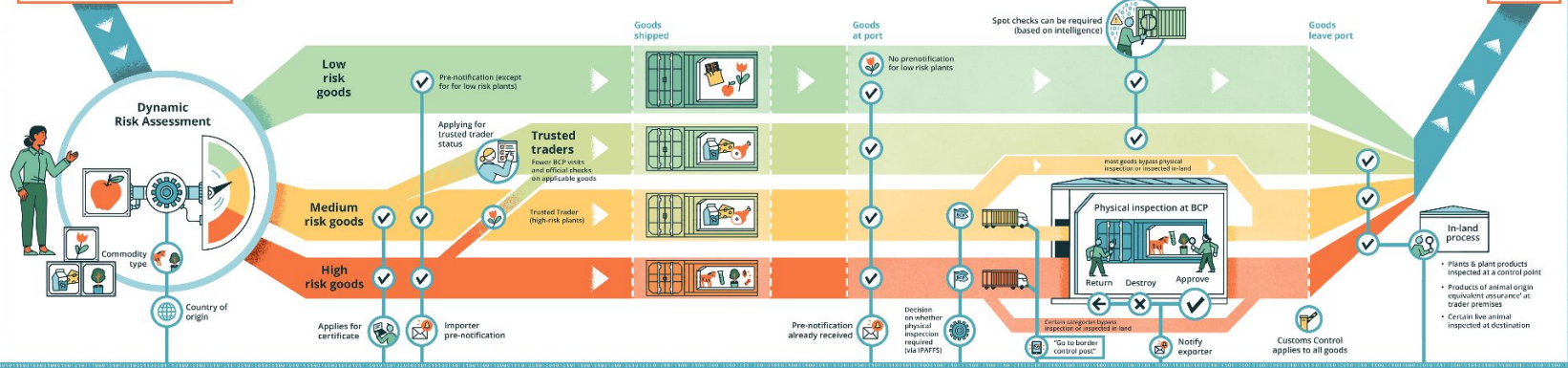


A WORLD CLASS BIOSECURE BORDER

A LOW-FRICTION BORDER



A BIOSECURE BORDER



Susberia

THE CLUSTERING OF ISSUES HIGHLIGHTS THE CASE FOR EARLY INTERVENTION

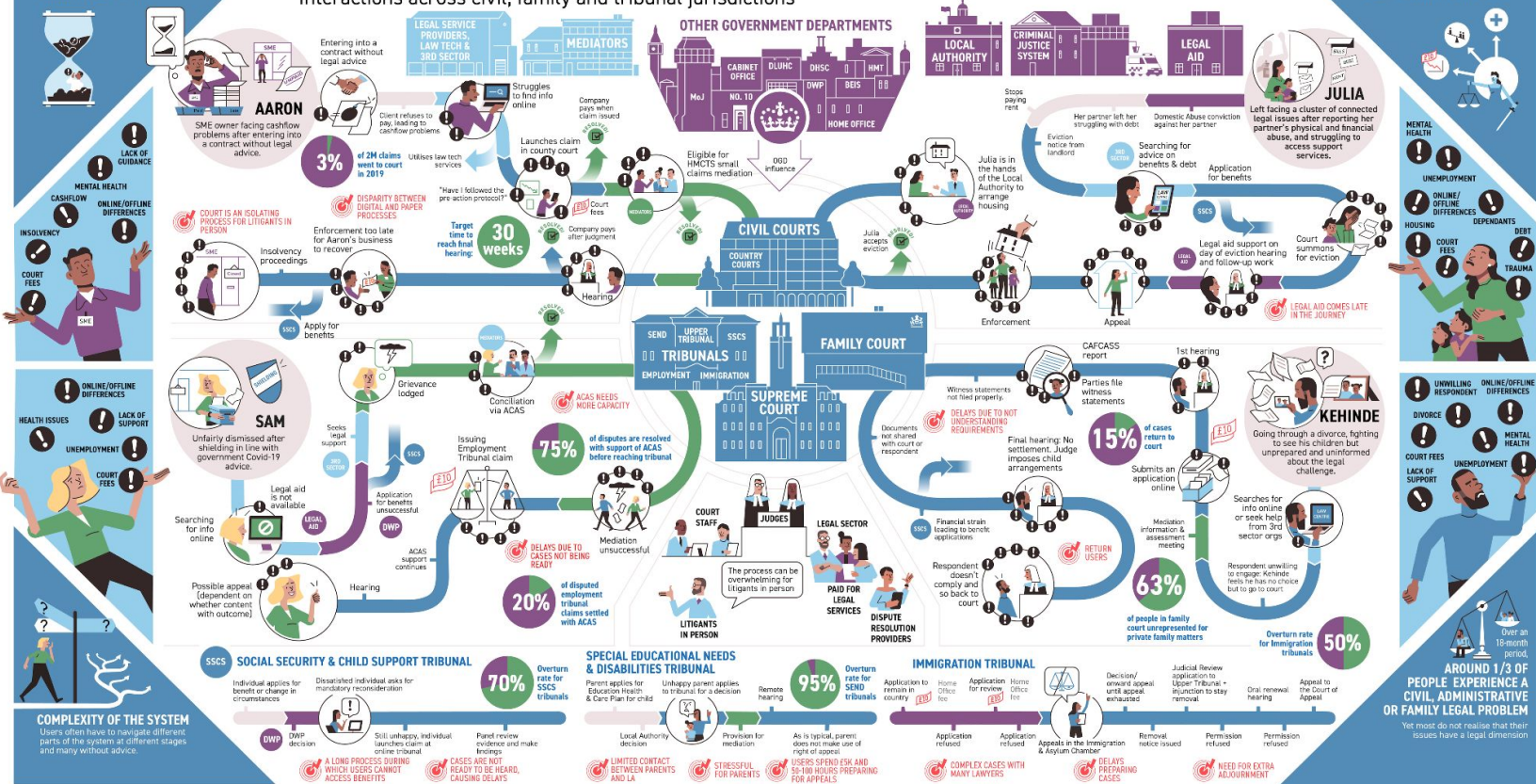
JOURNEYS THROUGH JUSTICE:

Interactions across civil, family and tribunal jurisdictions

KEY:



ISSUES IN THE LEGAL SYSTEM CAN HAVE IMPORTANT SOCIO-ECONOMIC IMPACTS





Global Animals in Farming Strategy

The problem:

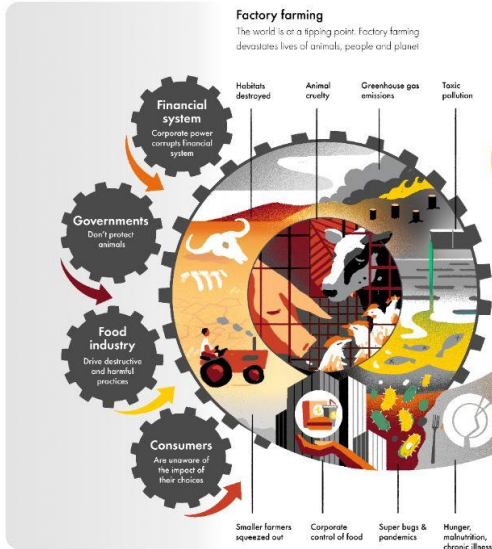
Our food system is causing immense animal, human & environmental suffering around the world



80 billion land animals farmed for food annually



1.6 trillion wild animals dying or suffering each year



Food revolution

Reduce the production and consumption of factory farmed products, malnutrition and make alternatives affordable & accessible

Making Plant Based alternatives affordable & accessible



Pressuring food companies for higher welfare standards for farmed animals



Consumer food concerns upheld by government



Fairer finance

Reduce the money invested in factory farming, and promote investment in high welfare animal products and alternative proteins

No future for factory farming

Expose the cruelty of factory farming.

Regulation of antibiotics use to improve human and animal health



No more new factory farms



Exposing the negative environmental impact of animal feed production



Raising public awareness of how their money is invested



Pushing development banks to stop funding factory farming



Pressuring financial institutions to commit to fund higher animal welfare

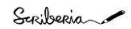
Our vision:

A better world for animals, people and planet



Humane and sustainable food system

worldanimalprotection.org



THE ARMY OPERATING MODEL



THANK YOU

If you have a specific project in mind, or would like a little more information, simply call or email:

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