

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

The Vision Album® 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® 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 groups develop pictures of the *future* starting with pictures of *now*.
2. Groups evaluate pictures based on *strategic priority* and *visual acuity*.
3. Groups 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.

NEW

Optional
Online
Community
Site



Next Steps

Ideas developed with the Vision Album process connect directly for further evaluation using Joel Barker’s Implications Wheel® and the Strategy Matrix®.



Current Photo: **The Vision Process:**
What will this picture look like in ____?
• Enlarge It
• Crop It
• Touch It Up
• Change It in Any Way

Roll #__ - Picture #__



Current Photo:
Roll #__ - Picture #__
The Vision Process:
What will this picture look like in ____?



Photo:
Roll #__ - Photo #__

The Vision Editing Process

- Make It More Visual
- Make It More Detailed
- Make It More Shared

The Vision Editing Process

- Complete the Quick Vision Monitor
- Assess the Strategic Priority
- Challenge – Don’t Criticize
- Ask Questions for Information
- Make It Better – More Specific
- Touch It Up – Add Detail

Vision Created by:	Strategic Priority	Quick Vision Monitor	Visual - Vivid	1	2	3
	1 2 3		Detailed - Specific	1	2	3
			Shared	1	2	3

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

The Vision Album® can be part of an integrated training program featuring Joel Barker's best-selling video, “The Power of Vision”, and the experiential Vision Web®.

Revised and Updated in 2009

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.

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