

Thinking Strategically: Imagineering Your Organisation

All successful people are big dreamers. They imagine what their future could be, ideal in every respect, and then work every day toward their distant vision, goal or purpose.

...Brian Tracy

Generally associated with The Walt Disney Company, **Imagineering** is a combining of **imagination** and **engineering**, and is a powerful future-oriented approach to strategic thinking and planning. The word was originally developed by Alcoa around 1940 to help convey what they did at that time. They described Imagineering as letting your imagination soar and then engineering it down to earth.

In this Creative Leadership program we look at the role Imagineering plays in the strategic thinking and planning process. Participants will learn to apply a range of principles, approaches, and techniques for visualizing and planning the future that will allow them to turn it into reality.

Building Imagineering methods into your strategic thinking allows you to...

- ✓ **Improve your ability** to see and understand complex situations in new ways
- ✓ **Discover new approaches for leading** and organising your most vital resource
- ✓ **Communicate a shared understanding** of your mission, vision, goals and strategies
- ✓ **Enhance the personal empowerment** of people implementing new strategies
- ✓ **Increase capacity** for continuous self-organisation

A vital ingredient in great leadership is the ability to inspire others with your vision, values and mission, so in this workshop we will work together and look at...

- **The power of vision** in strategic thinking and business planning
- **Examples of Imagineering** in action – big and small
- **Creative imaging** – Visualisation as a team to see the present and the desired future
- **Engineering the future into reality** – time for action
- **Values and how they create constancy of purpose** – or not!
- **Mapping your strategic thinking** – from vision and values to the business plan
- **Vision Boards and Life-scaping** – your personal journey into the future
- **Leadership tips to lead and inspire** your team into the future
- **Planning for your application** of Imagineering as a leadership tool

Blended learning to ensure sustained application

This program is a Leadership Victoria blended learning experience delivered in three stages...

1. **Pre-workshop** – participants receive a welcome email with links and reading attachments to introduce some of the visualisation principles that underlay this program
2. **Workshop** – this workshop is highly interactive and content rich, using Presentation Zen delivery methods to ensure highly effective learning, with time to apply new thinking on the spot
3. **Post-workshop** – participants are given access to a range of online eModules that build on the material covered in the workshop so learning is maintained, key insights and tools can be reviewed, and so they might share these with their teams back at work.

Facilitator: Your master trainer for this workshop is Bill Jarrard, Imagineer: Leadership, People and Organisations and founder of Mindwerx International. Guest speakers will also join us to share their real-life experiences with the material you'll be learning.