

To understand the whole of us and the world, we have to participate with the whole of us. Specifically, the bringing together of verbal and non-verbal forms of knowledge – rational and intuitive – is necessary Francisco Varela

Total action comes with total attention, which is to see 'what is' both inwardly and outwardly J Krishnamurti

The Vision Seminar

A creative visioning process for professional teams in which painting is used as a tool to unlock fresh insights and activate new thinking

Illustration: "The Mirror in Communication" by a seminar participant
Seminar Objective: Seeing ourselves and seeing the other
Organisation: *Women's Communication Centre*





Integrating spontaneous creative processes and strategic planning, **The Vision Seminar** is especially suited for organisations and professional teams who are looking for an original and energising visioning session. Based on short and focused painting activities, the Visual Imaging process is applied as a thinking and expression tool, using intuition and releasing inspiration as a guiding force towards clarity of vision.

Left: a spontaneous response to the first exercise in the programme which asked participants to express their feelings about their new project – organising a global conference around security in the 21st century. Other members of the team were so inspired by the power and simplicity of this message that they decided to name their conference “Yes! Action: Global Security in the 21st Century.” (Objective: vision day for team. Organisation: *Yes! Action: Global Security in the 21st Century*)

The pattern of the thing precedes the thing Vladimir Nabokov

“The opportunity to test group communication in such unfamiliar ways was highly valuable”

Workshop delegate, BP 100 Top Leadership event

“An excellent team-building activity, the most valuable meeting so far in terms of getting clear about each other’s ideas” Editorial Director, Heartskills™

“Fun, expansive and revealing. The process gave me insight into the team – how individuals see themselves and how I see myself in relation to the whole. Most importantly, we were able to work as a team, building an important foundation for the future”

Director of Learning and Public Services, Design Council

“It helped people to open up and led to a good understanding of how they feel about working here, and where they want to go” Chief Executive, The Future Foundation

Benefits of The Vision Seminar:

- Brings forth clarity of vision to participants
- Activates enthusiasm and creativity vis-à-vis the team’s objective
- A stimulating team communication event
- Makes the group process visible and memorable
- Creative mapping tool

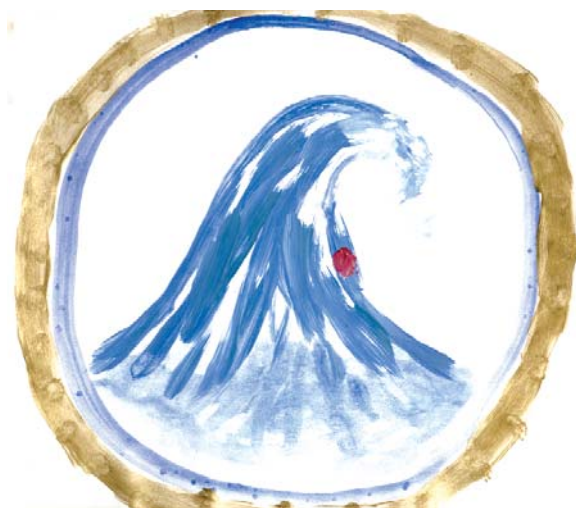


"I found it to be a truly powerful experience"
Manager, Praxis Centre, Cranfield School of Management

"Liberating. Being freed of the necessity to use words allowed a different energy to speak and revealed a whole view of the subject I had not seen before"
Founder, Yes! Action

"Amazing process – able to access parts others can't reach" Project Co-ordinator, Envision

"It was brilliant..." Account Manager, Saatchi & Saatchi



The Visional Imaging Process

Responding to a series of questions relevant to the shared objective, participants are guided in painting spontaneously, exploring different facets of their vision – as individuals and as a team. The painting process triggers various ideas and insights which are then discussed in the group. The images become visual data, for mapping the present and designing the future.

Below: response to an exercise asking participants to design symbols representing the essence of their own individual ventures. In this case a participant was inspired to design a symbol for The Vision Seminar. She explained it as: *"We move in an ongoing flow between internal and external information"* (Objective: exploring the essence of creative ideas. Seminar for a group of women entrepreneurs)



Above: response to an exercise asking participants to express their unique strength in the team and contribution to the organisation. In this case the person identified herself as a particularly good problem solver with courage to confront unpleasant issues, combined with the capacity to go with the flow when necessary. (Objective: vision day for the new Executive Team. Organisation: *Antidote – Campaign for Emotional Literacy*)

A more creative myth of the world is emerging. Feelings, intuition and a sixth sense are the new tools that will help us navigate the complexity and confusion that surround us
Josephine Green, Director of Trends and Strategy, Philips Design

Benefits of the Visional Imaging process:

- Helps to access intuitive creativity in the context of work
- Provides individual creative space for participants
- Focuses on the present moment
- Shows participants and the team in a new light
- Brings original insights to the surface



Above: exploring “what is unique about our product?”
(Objective: visioning a new brand. Organisation: *Heartskills™*)



Left: “working creatively as a team”
(Objective: introduction to developing a shared vision.
Organisation: *Learning and Public Services team, Design Council*)