



Strategic Dialogue




The Big Picture Process aligns employees and strategy through highly engaging team based conversations and action planning.

Typical objectives are:

- Convert strategy to action
- Provide “Line of Sight” between operating teams, units and the centre
- Create greater understanding of business and organisational plans
- Improve individuals’ understanding and commitment to team’s, division’s and organisation’s business goals
- Increase understanding of internal and external customer needs
- Speed up organisational change
- Improve the efficiency with which projects get delivered
- Develop local action and customer plans
- Encourage personal reflection on career/development plans

The process in action

The table summarises different client needs and the visual developed to support the roll out process

The Client	The Visual Solution
<ul style="list-style-type: none"> • A global engineering organisation seeking to improve peoples’ understanding of changing customer needs • One of a series of pictures developed to demonstrate the long-term vision and how ways of working needed to change • Market forces are depicted outside the inner circle representing how we need to work • A style that conveyed the global scope of operations designed to draw people into the centre of the circle • Cascaded via line managers to involve all teams in debating their contribution 	

- A UK retail bank seeking to illustrate the importance of changing customer experience in order to support long – term goals
- The history of the business and market forces lead to a changing customer experience, supported by the business strategy and organisational change. The long-term global aspiration features to the right
- Visual icons from the Big Picture used to link with ongoing internal communication. Roll out via 2,500 branch managers using the Picture to support monthly briefing



- A world leader in Information Systems engaging people in both a physical relocation and an explanation of long-term strategic integration plans
- The Picture depicted a transition from old ways of working to a new technologically advanced UK base and a longer-term vision
- Rolled out via a team of selected facilitators from each of the Divisions



We work for clients throughout the UK and Europe. To find out more about us, or to discuss an issue or a need, please call us in the first instance on + 44 (0) 1732 783 525.

If you would rather email, the address is
info@couravel.com

Couravel Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

T: + 44 (0) 1732 783 525
M: + 44 (0) 7860 196 343
F: + 44 (0) 1732 36 26 26