

Big Picture

Creating visual metaphors
to encourage conversation
and build line of sight



COURAVEL

Building leadership narrative



Strategic Dialogue is our process for clarifying and communicating strategy so that employees can see how they support the business. This “line of sight” is highly motivating and helps people prioritise decisions in their everyday work.

We use in-depth, searching discussions to help leaders and their teams think through their personal visions for the future. We use our graphic facilitators to sketch visual metaphors that picture the journey to the desired futures.

This gets tested with leaders and others and we add the human factor from the front-line to help create credible and engaging tools. Then we train people to facilitate challenging and innovative conversations in which teams think through how they need to change to help deliver the strategy. We track progress and change by creating simple measures to monitor improved awareness, understanding and commitment.

Our approach:

- Creates memorable communication of strategic goals and plans
- Brings people together to develop actions in support of these plans
- Works across cultures, languages and levels
- Engages people by stripping out barriers created by jargon, “management speak” and PowerPoint
- Helps build the confidence of leaders, managers and staff to talk about strategy
- Provides measureable improvements in experience of employees and customers

“The business has grown by 40 per cent in the past two to three years. In the view of the board, a lot of this success is down to the engagement process” HR Director, BAE Systems

Clients

- Airbus
- Alcatel
- Astra Zeneca
- B & Q
- BAE Systems
- Barclays Bank
- Cabinet Office
- Cancer Research
- Department for Business, Innovation and Skills (formerly BERR)
- Department for Children Schools and Families
- Department for Transport
- Department for Work and Pensions
- GKN
- HM Revenue and Customs
- Home Office
- Lloyds TSB
- London Borough of Hackney
- Nationwide
- Natural England
- Pfizer
- Stryker Corporation
- Syngenta
- Thales
- Threadneedle
- TNT Express
- Vehicle and Operator Standards Agency
- Vodafone

"Couravel is a pleasure to work with and we have enjoyed the style and diversity of their team. They've invested in getting to know us and been flexible in developing their product. The scope we gave was incredibly broad and challenging and they've delivered."

Executive Director for External Affairs, Natural England



"Very easy to deal with and insightful input based on wide experience. Couravel has always been extremely responsive to our requirements. I would recommend this organisation to others."

Communications Director, Home Office



"...highly responsive to my needs and teams that display a high level of focus on their clients. Couravel provides a broad range of experience at both a strategic and practical level."

EMEA Communication Director GE



"Unparalleled approach to their relationship with their clients. Such a relationship with an external provider is unique in my experience and also very refreshing. This is not just a case of going the extra mile, it's a case of going as many miles as it takes to reach the goal."

Communication Director BAE Systems



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