

Tools and templates



Running a workshop on business aspirations

Use our template to plan your workshop. By the end of the 90-minute session, you should have a number of ideas for business aspirations that can be used to influence objectives and targets, or to help write your vision statement.

Preparation: Select group

Pick four to eight employees to take part. Try to find a cross-section of expertise and seniority, and look for team members who are keen to contribute. Share brief for section two: Organisations you love..

1. Introduction: Story of the business (15 minutes)

Set the context of the discussion by summarising the business's story to date. Explain the purpose of the workshop and how the findings will be used.

2. Inspiration: Organisations you love (30 minutes)

Each workshop attendee shares the aspirations of one or two businesses they love and why, eg. the Iron Man founders developed a huge, inclusive brand with strong advocates – including people that get tattoos of their logo.

3. Discussion: Select and discuss principles (20 minutes)

Each participant explains how the principles behind the organisations they love could be applied to your company. For example, developing a comprehensive programme, like Iron Man's, that supports customers around the events you run. Note the most promising ideas.

4. Evaluate: Best and worst outcomes (15 minutes)

Take each of the powerful ideas you have developed during the discussion in the previous section and note the best and worst outcomes of trying to achieve that aspiration.

5. Follow-up: Next steps (10 minutes)

Decide as a team how best to settle on and codify the company's aspirations. You might decide the next step is to set a Big Hairy Audacious Goal or objectives, for example. You'll need time to evaluate and develop the ideas you pick, so set a timeline for reporting back to the team.