



Strategy Visualization Webinar

David Nour + Lin Wilson

March 31, 2020



VANDERBILT UNIVERSITY®
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VANDERBILT BUSINESS

About Your Faculty

David Nour

Advisor, Researcher, Educator, Executive Coach
Adjunct Faculty – Executive Education

Lin Wilson

Creative Director



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David Nour

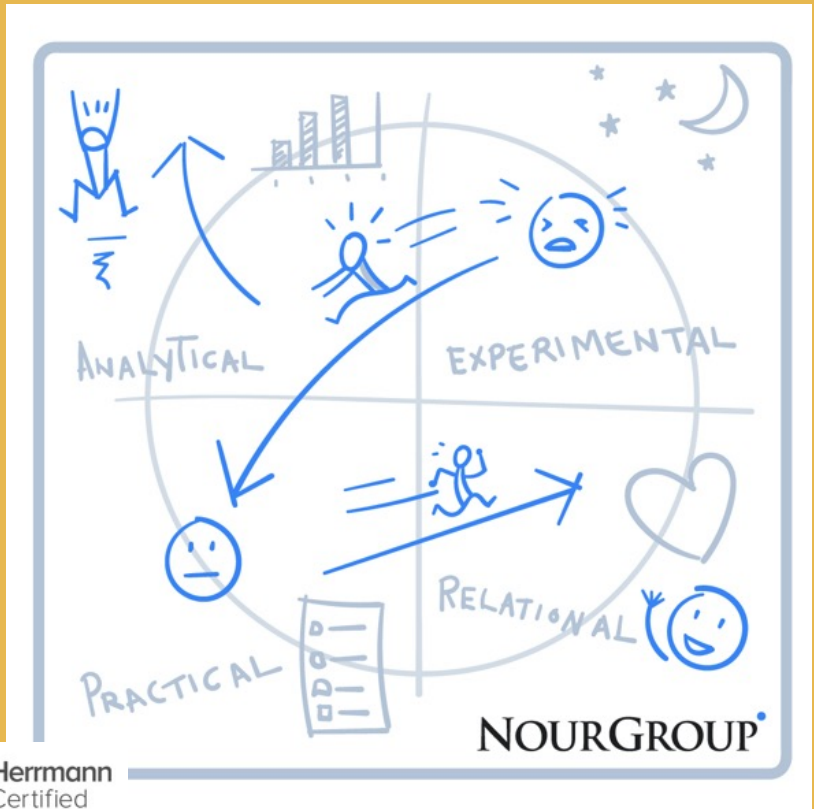
- Advisor, Researcher, Educator, Coach
- Strategic Value of Business Relationships in:
 - Profitable Growth
 - Sustaining a Culture of Innovation
 - Making Real Change Last
- Writing Book #11, *Curve Benders*
- Young Family, Dogs, Scouting, Motorcycles



Lin Wilson







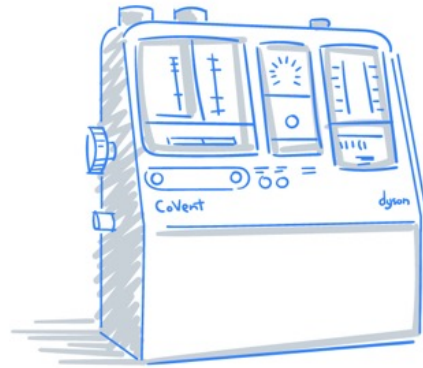


What
companies are
thriving in
midst of a
crisis-and
more
importantly
why?

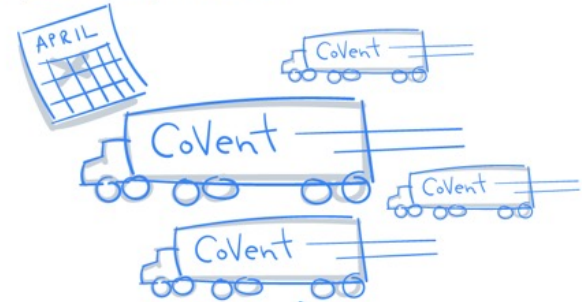
JOIN OUR SEARCH
#CRISISRESILIENCE

NOUR BALDONI CARTER

1 DESPERATE SHORTAGE OF VENTILATORS



5 DELIVERED ON TIME!



2 ORDER FOR 10,000 VENTILATORS
 DESIGNED IN 10 DAYS



3 MANUFACTURE QUICKLY, EFFICIENTLY AND AT VOLUME



4 CRITICAL:
 MEET THE REQUIREMENTS
 ARE SAFE



MAKING HOCKEY EQUIPMENT FOR ELITE ATHLETES

1



3 RELATIONSHIPS LEVERAGED IN THE MEDICAL FIELD FOR INPUT

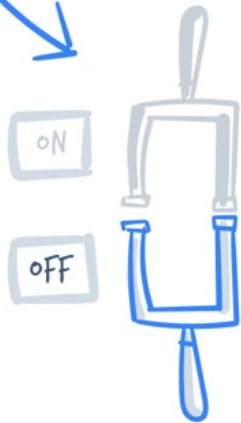


4 RE-PURPOSING FACILITIES TO MAKE MEDICAL FACE SHIELDS



2

AVOID SHUTTING DOWN FACTORY DUE TO CORONAVIRUS



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April 15+16 – Virtual Workshop...

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For latest information about COVID-19 (coronavirus disease), visit vu.edu/coronavirus.

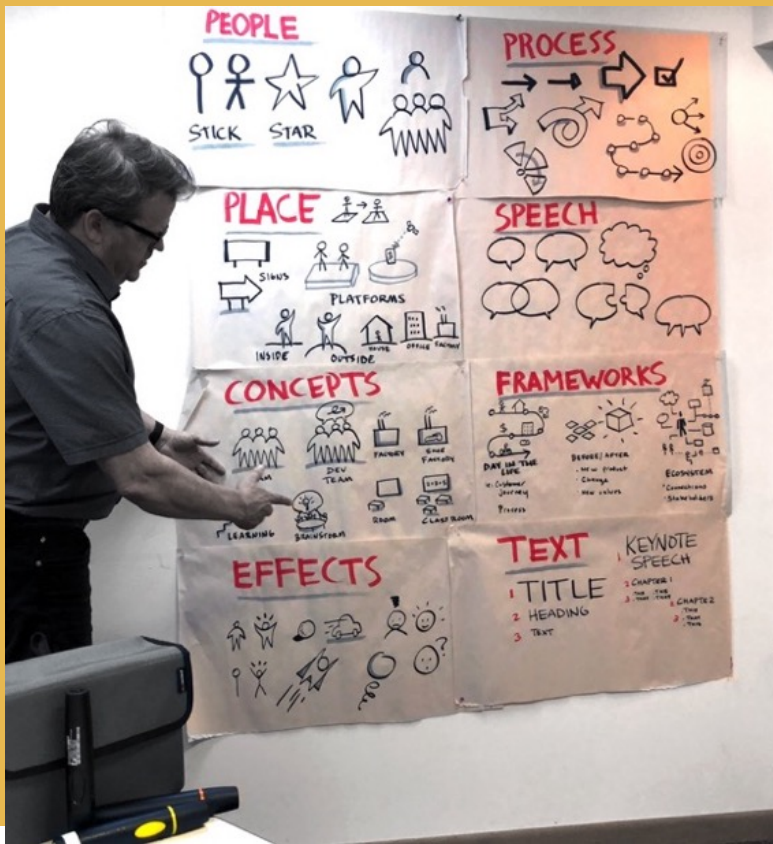
SHORT PROGRAM

VIRTUAL: STRATEGY VISUALIZATION

A two day virtual learning experience that will give you the ability to turn data points into a compelling story.

Getting Over Your Fear of Drawing!!

Lin Visual Exercise: People



Confusing Vision & Direction

Your vision is brilliant but a failure if nobody can understand it.



Culture Inhibits Innovation

If your culture won't encourage innovation, what can?



Resistance to Change

If people are to change, they have to understand why they should.



Misaligned Initiatives

Projects go sideways when nobody really understands why they exist.



Audiences Can't Understand

What's the best way to lose your people's focus? Confuse them.



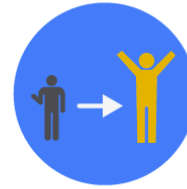
Unclear On Our Why

People work for more than just money, communicate why your company exists with clarity.





**Clarify Your Vision/
Path Forward.**



**Train and Develop
Teams to Share More
Compelling Stories.**



**Drive Succinct
Communication.**



**Transform How
an Organization
Communicates.**



**Cascade Vision with
Discipline & Consistency.**



**Tell a More Compelling
Merger/Acquisition Story.**

We provide the best customer experience in

Employer of Choice

- ❑ Recruit energetic, adaptive and customer-oriented people.
- ❑ Invest in their development of our team members, and empower them with the right tools for success.
- ❑ Reward exceptional performance through recognition, generous incentives, and career advancement opportunities.

Effective Communication

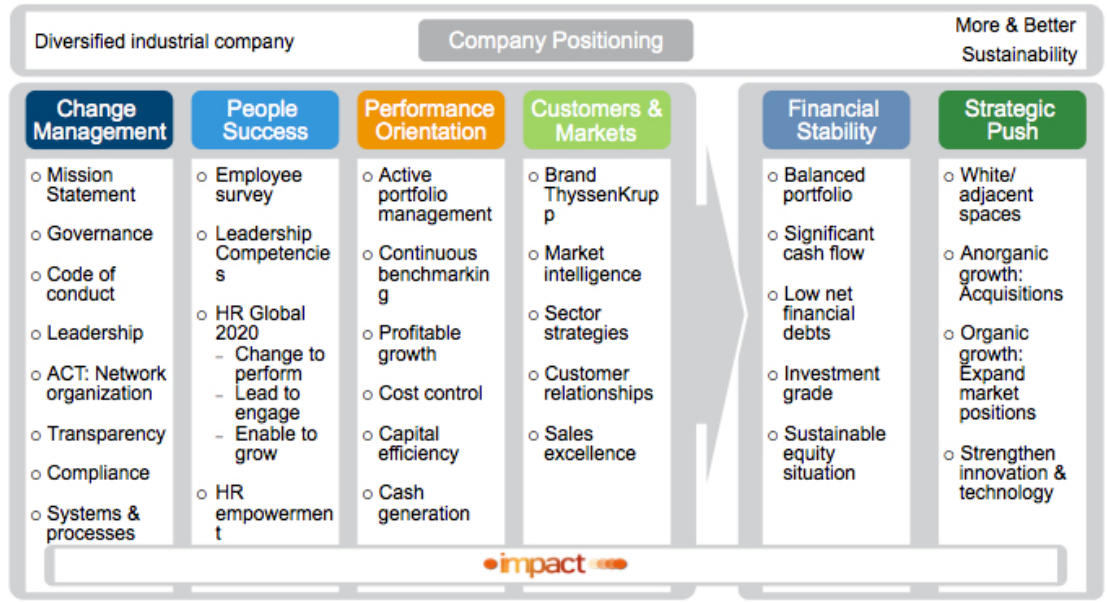
- ❑ Communicate clearly and diligently to eliminate ambiguity and surprises.
- ❑ Actively engage and be quick to respond to the needs of the team and of our customers.
- ❑ Development of lasting relationships with our customers is essential and obligatory for every member of our team.

Customer

- ❑ Provide with solutions
- ❑ Simplify work
- ❑ Increase productivity
- ❑ Control costs
- ❑ Improve processes

Culture of collaboration, integrity, and excellence

ThyssenKrupp – Strategic Way Forward



Introducing ThyssenKrupp
Company presentation
20.11.2014
1

Wir entwickeln die Zukunft für Sie.



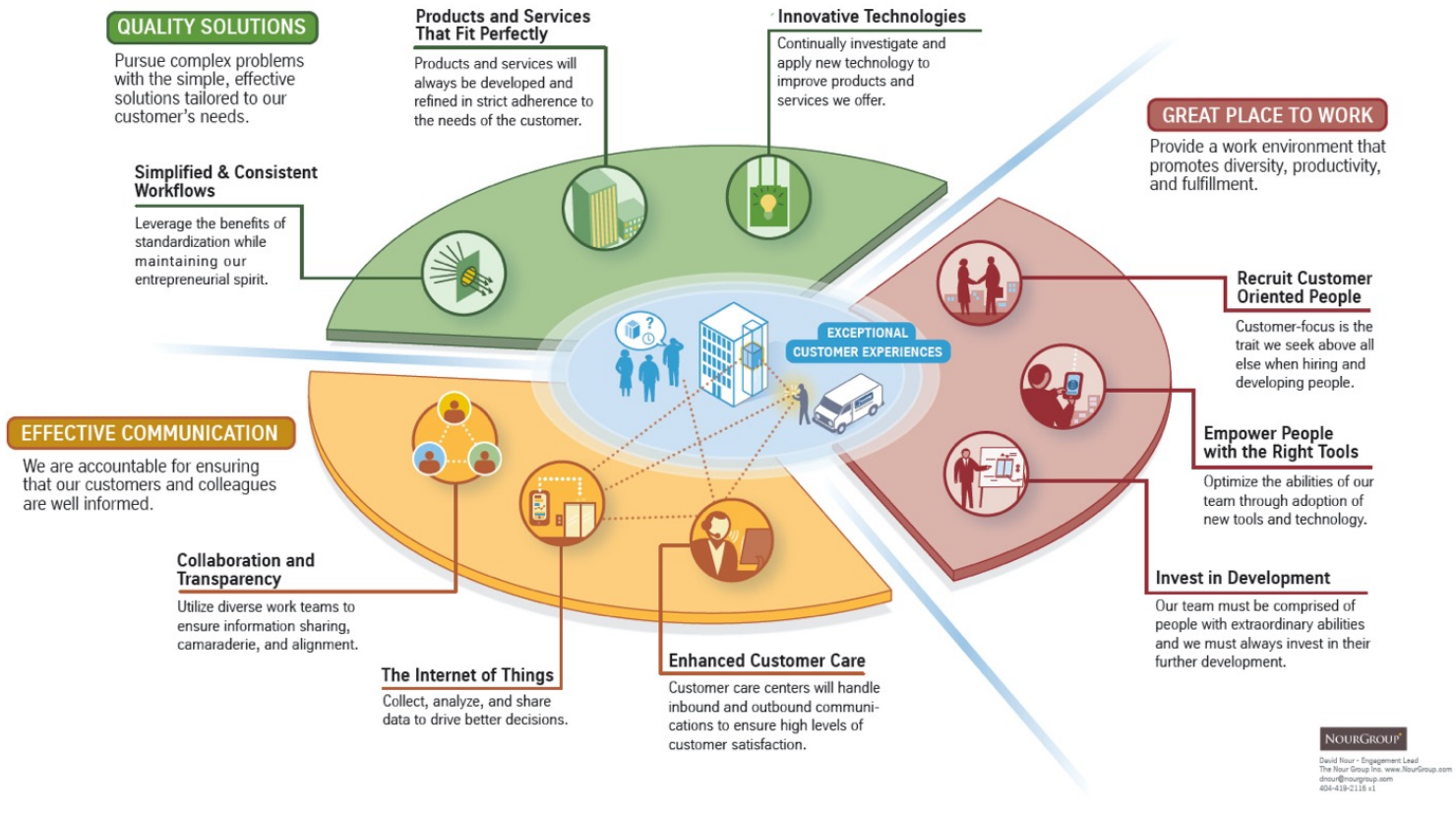


ThyssenKrupp Elevator Americas

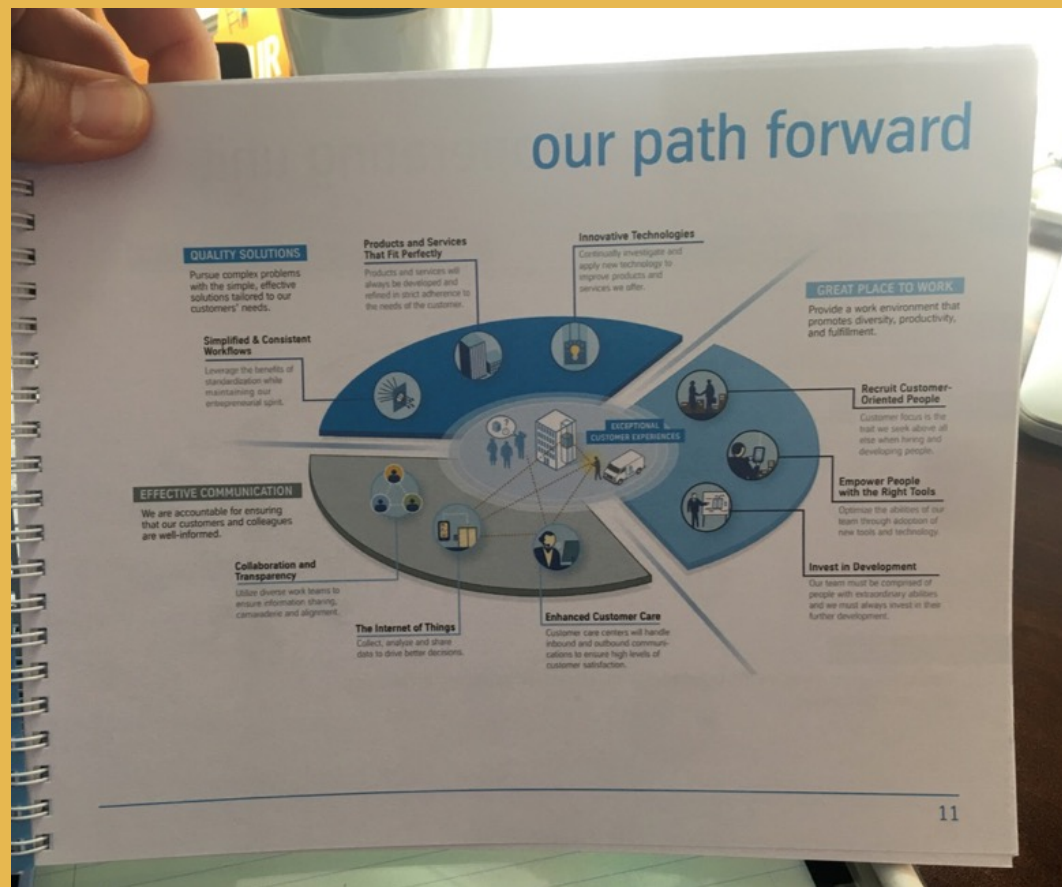
Our Path Forward:

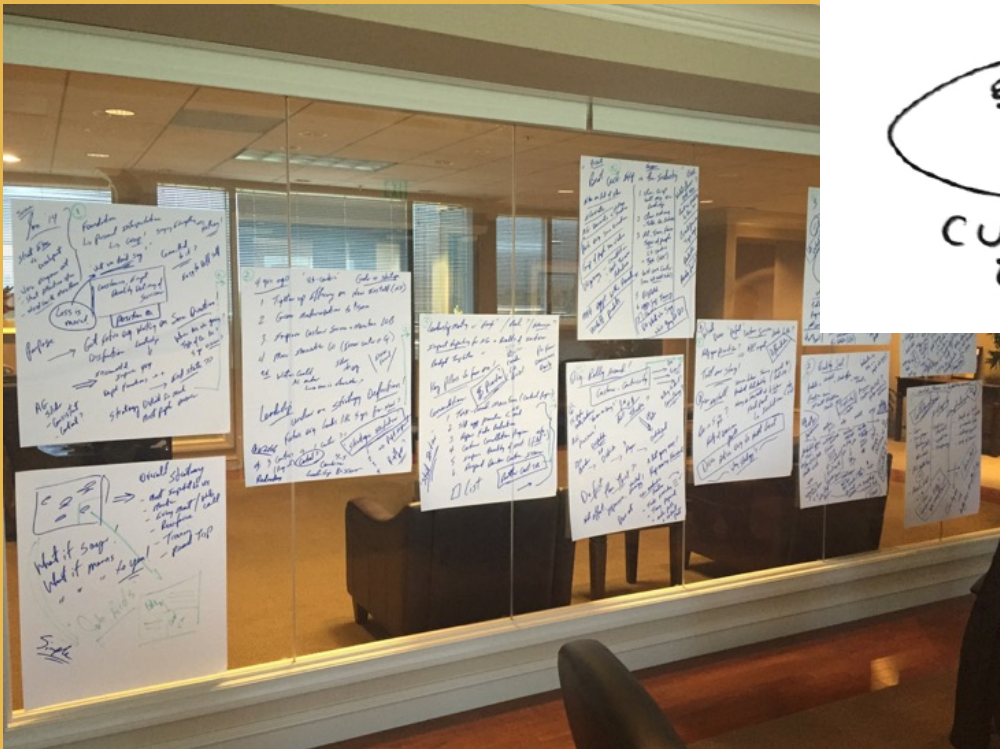
We will exceed our performance objectives by focusing resources on providing the best customer experience in the industry.

This will be achieved by **communicating effectively**, **solving problems with tailored solutions**, and providing our employees with **an environment to grow and thrive**.

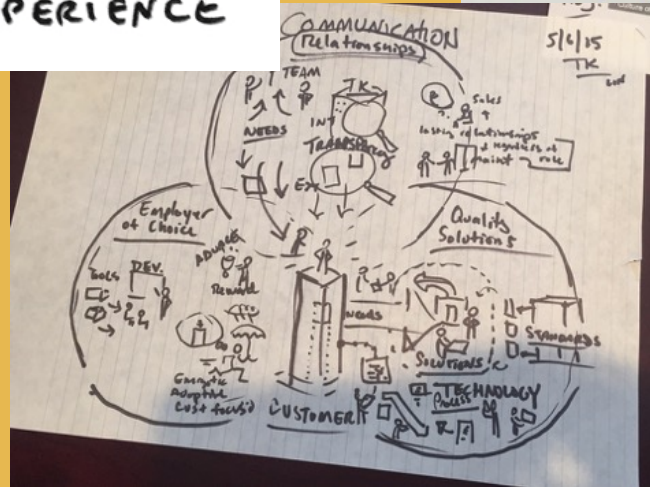


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404-428-2116 x1





1. Today
 2. Rough Idea
 3. Revise sketch
- Final
- Matt + Steve*
Ridg Scott



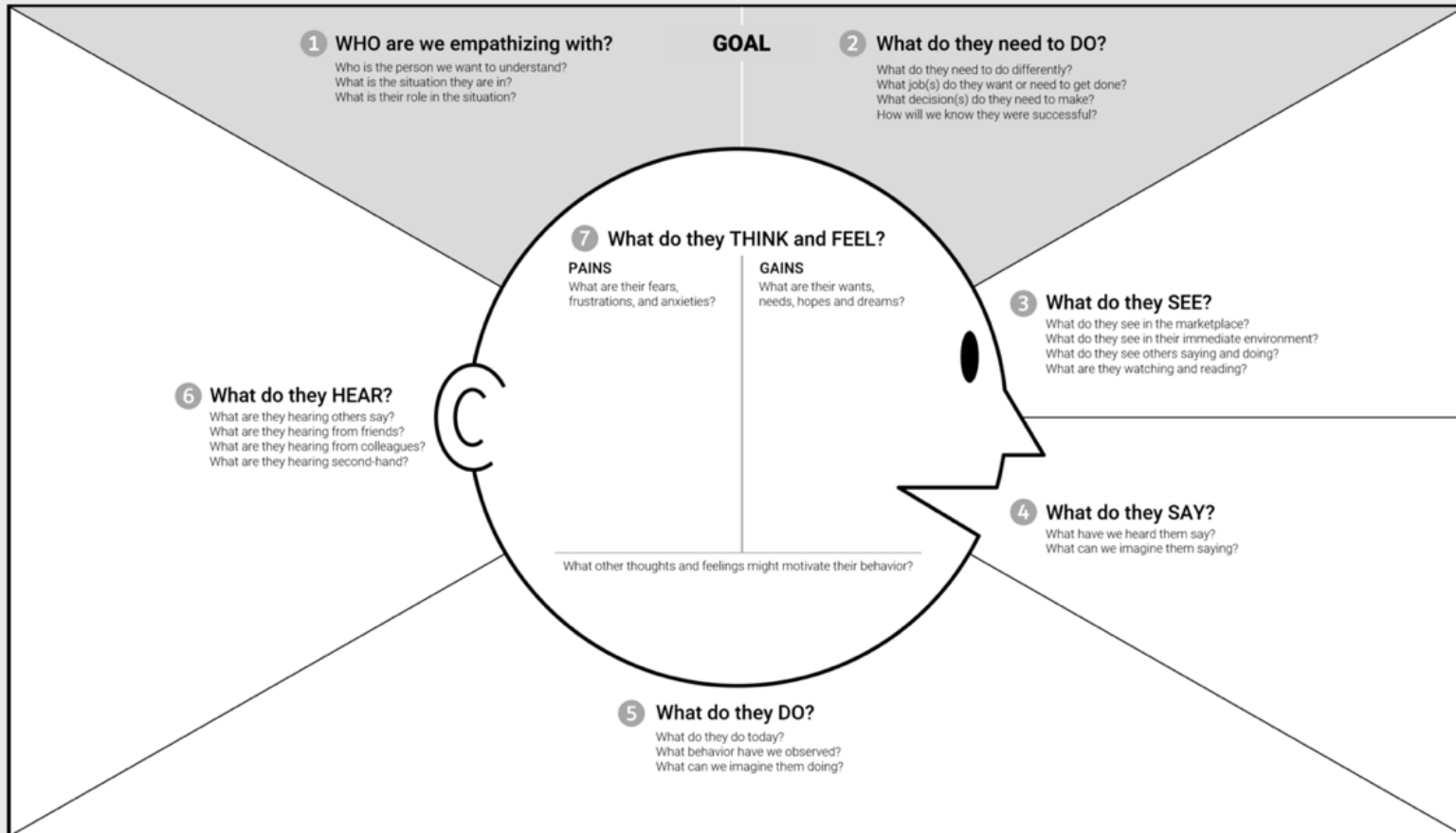
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



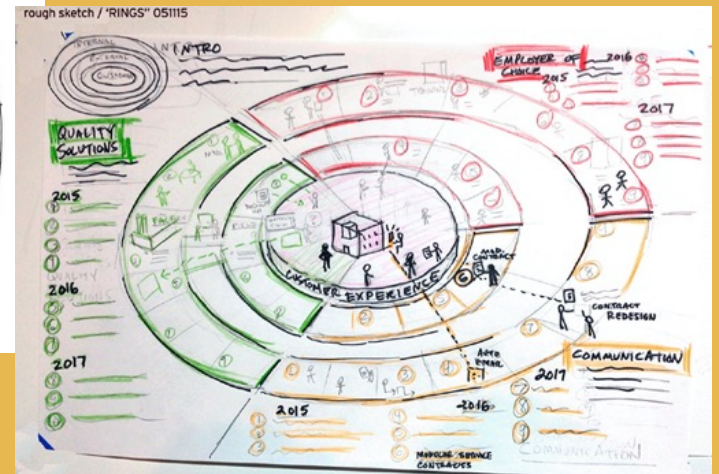
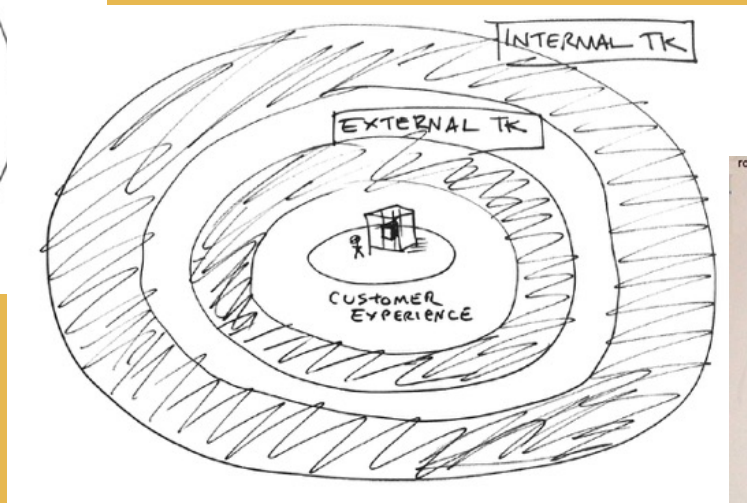
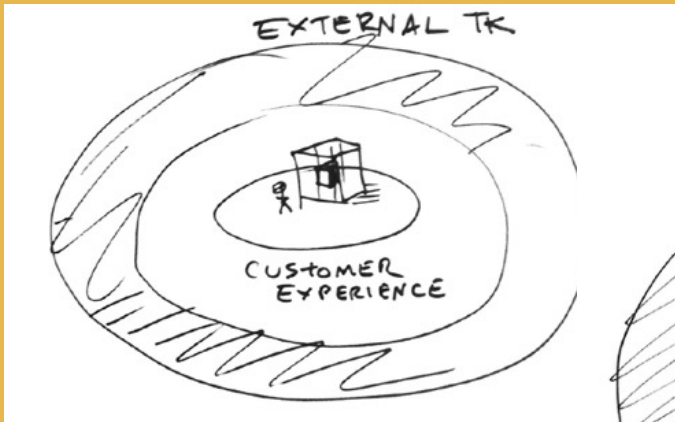
Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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WHY STORIES MATTER

WITH JACKIE WONG · MEGAPHONE MAGAZINE





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Total Quality Management	Define Vision	Measure	Analyze	Solution	Action Plan	Improve	Control	
SixSigma	Identify	Define	Measure, Set Objectives	Analyze, Identify	Improve	Implement	Confirm Results Control + Document	
Re-Engineering	Vision, Objectives	Identify Processes	Identify Change Levers			Implement	Operational	Evaluate
JIT	Design			Implement Total Control	Demand Pull	Stabilize + Level Schedule	Control	
Lean	Identify Value	Map Value Stream		Create Flow	Establish Pull	Kaizen	Seek Perfection	
ISO 9000	Mgmt Commitment, Implementation Team	Awareness Training, Status Survey		Implementation Plan	Quality Mgmt System	Implement	Mgmt Review, Quality Audit Certification Continue to Improve	
Theory of Constraints	Identify Constraint			Exploit, Quick Improvement	Review, Align on Other Steps	Elevate	Repeat	
Visual Process Innovation	Current State	Future State	Validate	Activate	Embed			

A Simple Message, That's Easy to Understand, and Fast to Act On

SIMPLE

Simple Message, Right Audience

- **SIMPLE** GOAL
- EMPATHETIC TO AUDIENCE
- WHO? OUTCOME? STORY ELEMENTS?



SIMPLE STORY

EASY

A Visual Metaphor That Sticks

- METAPHORS = **EASY** TO REMEMBER
- REDUCE COMPLEXITY
- JOURNEY, ARC, HERO, VILLIANS



VISUAL METAPHORS

FAST

Visual Architecture & Design

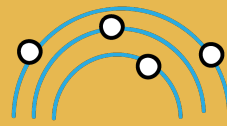
- ARTWORK THAT READS **FAST**
- FRAMEWORKS MATCH THE CONTENT
- COLOR, SHAPE NEUROSCIENCE



INFORMATION DESIGN

Visual Frameworks

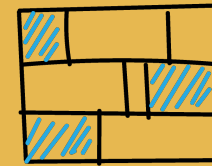
Radar



Ecosystem



Tree Map

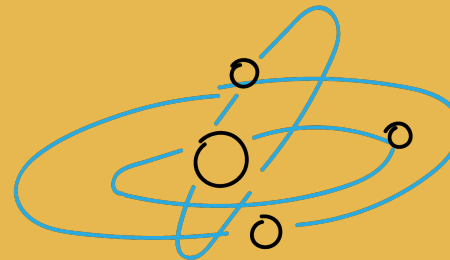


SYSTEMS

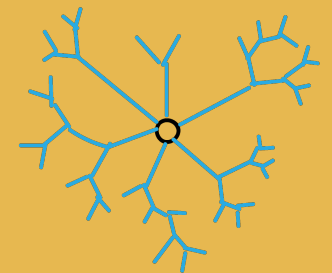
Anatomy



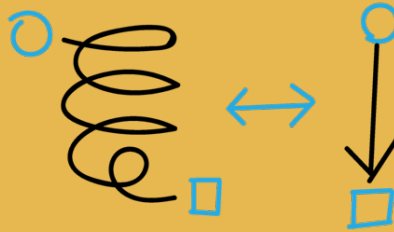
Solar System



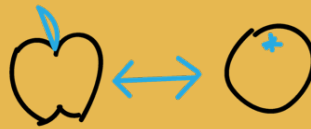
Mind Map



Chaos to Structured



Apples to Oranges

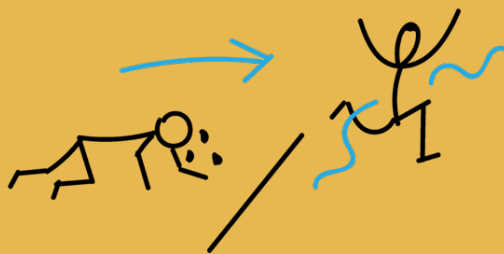


Night to Day

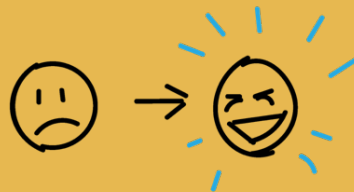


COMPARISONS

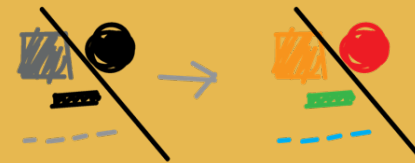
Lose vs Win



Sad vs Happy



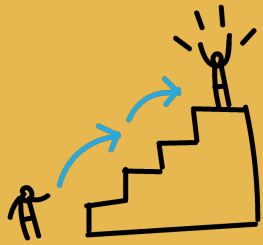
Monochrome vs Color



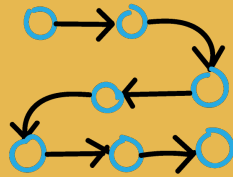
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Stages



Sequence

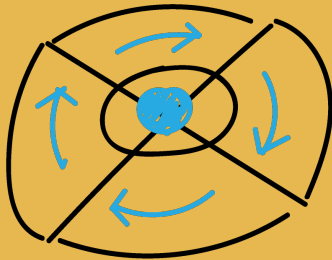


How - To

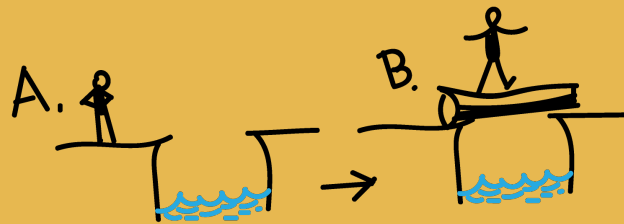


PROCESSES

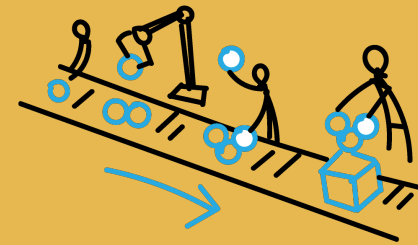
Carousel



Problem to Solution



Assembly Line



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- “The *Illiterate* of the 21st Century Will Not Be Those Who Cannot Read or Write, But Those Who Cannot *Learn, Unlearn, and Relearn.*”

• - ALVIN TOFFLER

Thank You!

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