

SYMPHONIC ROAD MAPS™

FROM VISION TO MOVEMENT

A vision is where you want to go. A road map is your plan for how you intend to get there.

All great achievements begin with a vision of a compelling destination. But vision, alone, is not enough. Great achievements require steady and strategic action.

The **Symphonic Road Mapping Workshop** is a fun, interactive, and disciplined process to help you identify how to bring about the future vision you desire. It borrows easily recognizable language from the metaphor of a journey guided by a comprehensive map of the terrain and the route required to reach a destination.

Road Mapping allows individuals, teams, and even coalitions of multiple stakeholder groups to come together to think and to plan strategically for action.

It is a form of **applied foresight** where our facilitators guide you through a process where you can anticipate the obstacles and challenges standing in the way of reaching your goal, objective, or destination.

CONCEPTS USED

The process draws on the following concepts: **Destination(s), Arrival Time, Path/Route, Landmarks, Vehicle(s), Driver(s), Passenger(s), Fuel, Detours**

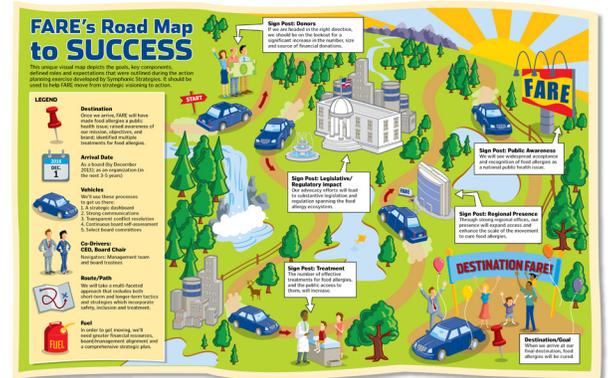
A TOOL FOR LEADERS THROUGHOUT THE ORGANIZATION

Strategic road maps are useful for leaders in a wide variety of positions, including **research and development, operations, policy, fundraising, budgeting, sales and marketing**, as well as **strategy and planning**.

PRACTICAL BENEFITS

There are a number of practical benefits that come with developing a Symphonic Road Map™. Road maps allow you to:

- Anticipate likely obstacles and map potential detours
- See where you are going and identify the best path or route
- Know what to look for as you start moving
- Cultivate long-range thinking
- Plan faster and more holistically



The image above is an actual visual representation of the strategic road map we developed for a client.

WHAT YOU GET

You will receive the following:

- In-depth interviews with internal and external “players”
- Two, ½-day strategy sessions with a Symphonic Strategies Facilitator
- One preliminary sketch of your road map
- Two rounds of revisions and edits on the road map diagram
- One pdf, one high-resolution jpg, and one low-resolution jpg of your completed road map

SYMPHONIC ROAD MAPS™

MODELING COLLECTIVE ACTION

Our road mapping methodology blends interdisciplinary research with our unique ability to forecast potential future scenarios. We build mobilization models that reflect many of the social and psychological principles that influence human behavior—incentives, identity, perception of risk, engagement, and more.

Throughout the process, we ask and answer questions such as:

- What are the forces in your ecosystem that will affect how you pursue your goal or destination?
- How will these forces “show up” both as enablers and as inhibitors to sustained action?
- What are the landmarks or the signals you will watch for to determine if you are heading in the right direction and along the right path?
- Who is responsible for what and what resources will be required to ensure that you continue to move forward at the speed necessary to avoid a stall?



BUILD FORESIGHT

Road mapping is an investment in your strategy, your people, and your organization.

Our process has several practical benefits.

- **Professional Development**—this is an excellent professional development opportunity for staff. They will emerge from this experience with a better understanding of how to think and how to plan more strategically.
- **Become More Proactive**—the process and the resulting visual diagram position your organization to become more proactive, anticipating the cascading impact of likely (and even remote) scenarios. Many clients emerge from the process with a more enhanced ability to demonstrate strategic foresight.
- **Better Alignment and Execution**—understanding the mechanics of mobilization allows you to align your resources more effectively for maximum impact. It also enables you to stay focused on the pursuit of your long-term goal or destination.



GET STARTED NOW

To get started, call us at (202) 349-7152, send us an email (info@symphonicstrategies.com), or visit our website (www.symphonicstrategies.com) where you will see examples and case studies of our work.