

Visioning Tool of OI Ventures

Description

When organizations work in partnership, they do so with a purpose in mind. While each of them may be motivated by different underlying reasons, to be successful they should reach a collective understanding of why the partnership is being formed and the scope of work to be undertaken.

Benefits

An easy to use tool for setting a common and shared vision/mission of an OI collaboration among partners.

Expected outcome

A shared vision is the starting point for establishing goals, objectives and strategies with a view to defining a clear action.

Time needed

1-3 hours

Team needed

Teams of strategic decision makers of all partners.
The exercise should be coordinated by a facilitator (internal or external).

Complexity

3

Type of tool

- DISCUSSION TOOL
- CHECKLIST
- THINKING FRAMEWORK

Innovation Phase

- EXPLORE OPPORTUNITY
- DEVELOP CONCEPT
- VALIDATE CONCEPT
- INTRODUCE PRODUCT/SERVICE
- SCALE UP
- EXPAND & DIVERSIFY
- MANAGE OI



Visioning tools - OI Shared Vision

Vision statement worksheet

Basic Instructions

1. The following questions should be discussed with the partnership as a whole, first in small groups and then reporting back. It is recommended to use a flip chart or whiteboard to keep track of responses and additional questions to be raised.
2. Based on the group's responses, ask the partners to describe in one sentence what the partnership's vision should be. Keep track of the suggested statements.
3. As a group, revise the suggested vision statements until you have one statement that reflects the group's ideas.

Discussion Questions

(note: use the questions that will help make the discussion lively)

1. What do you think should be the main purpose of this partnership?
2. What is important to your stakeholders?
3. What would you like to see change?
4. What kind of industry or environment do you want to create?
5. What do you see as the major issue(s) or problem(s) facing the industry?
6. What do you see as the industry's major strengths and assets?
7. How could the issue(s) or problem(s) be addressed? How could the industry's strengths and assets help?

In a few words or a brief sentence, write a draft of the overall vision of your partnership below.

THE VISION OF THE PARTNERSHIP IS

Example: LinkedIn's vision is "To create economic opportunity for every member of the global workforce".



Visioning tools - OI Shared Mission

Mission statement worksheet

Basic Instructions

1. Discuss the following issues as a group or in small groups first and then in plenary session. You can use a flip chart or whiteboard to keep track of responses and further questions/observations.
2. Based on your partnership's vision statement and responses, ask the partners to suggest in three sentences or less what its mission should be. Keep track of the partner's suggestions.
3. As a group, edit the suggested mission statements until you have one that reflects all of the partner's inputs.

Discussion Questions

(note: use the questions that will help make the discussion lively)

1. What can our partnership do – What do we want to achieve?
2. How can we do it?
3. Whom do we do it for?
4. What value are we bringing?

In a few words or a brief sentence, write a draft of the overall mission of your partnership below

In a few words or a brief sentence, write a draft of the overall mission of your partnership below.

THE MISSION OF THE PARTNERSHIP IS

Example: LinkedIn's mission is "connect the world's professionals to enable them to be more productive and successful"



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A **vision** is what your partnership hopes to see in the future or over the long-term.

A **mission** is what your partnership plans on doing in the next one to five years as it moves toward its vision.

Goals are the priorities your partnership will address and the broad outcomes it sets out to accomplish.

Description

What

In order to building up a collaborative partnership, it is essential to define an agreed and shared vision and mission, to facilitate the deployment of detail action plan.

Why

To identify a shared vision and mission before embarking a new collaboration initiative.

[Link / download](#)



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Use Guidelines

Step 1 - Outline a shared vision

Group discussion about “What the partnership would like to achieve in the future/long term and should inspire the group”. You can use the list of questions included in the Vision statement worksheet.

Step 2 - Define the mission

Based on the vision statement, partners should suggest what the mission should be, i.e. “What the partnership intends to do to move forward its vision”. You can use the list of questions included in the Mission statement worksheet.

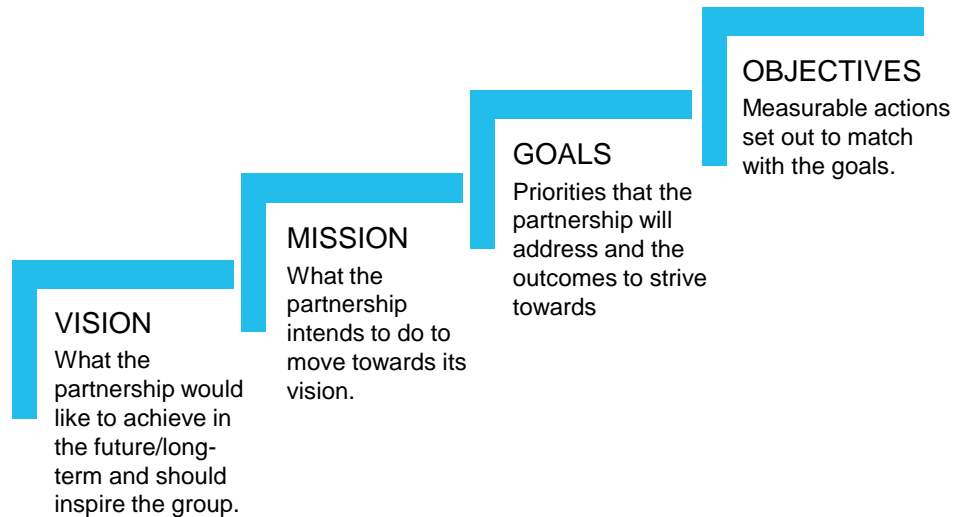
Step 3 - Set goals and objectives

Once the priorities that the collaboration should address have been defined, the partnership should agree about what outcomes (goals) they intend to achieve.

Strategic goals (i.e. to raise awareness of the importance of Open Innovation among SMEs) must be translated into objectives that must be specific, measurable, achievable, relevant, timely (e.g. to design webinars and training sessions for entrepreneurs/senior managers).



Visioning Tool of OI Ventures



Training material guidelines

“What is/are our purpose(s)?”. Answering this question helps a collaborative group/partnership to identify why they are teaming up and then to define strategic goals up to how to focus their effort and for which outcomes.

A shared vision must be inspired, concise, take into consideration the industry landscape and be understood by all.

A mission statement must be straight to the point, outcomes-oriented (explaining how to achieve these) and include the partnership’s main goals.

The following meeting should be organized:

- Preparation meeting of key partners.
- Visioning meeting (1 or 2): introduction session (objectives and process), roundtable (partner experience and expectations), brainstorming session facilitated by the vision/mission/goal statement tools.



Stakeholders for the visioning

INTEREST, ROLE & PERSPECTIVES	NAME(S) OF CURRENT POTENTIAL PARTNERS	CORE PARTNER (C) OR ADDITIONAL RESOURCE (R)
What interest does this organization have in the issue(s)? What role or perspective could this partner contribute? What decisions do they influence?		

Training material guidelines

- The visioning exercises will be run by a facilitator (internal specialist/external expert).
- The core team should be made up of representatives of all partners.
- Additional stakeholders could join the team also if with a different level of engagement.
- Here a sample of table that can be use for facilitating the stakeholder identification.
- In case some stakeholders cannot attend the visioning meetings and/or we need to collect inputs also from other additional parties that can give a good contribution to this task, a feedback form should be studied

