



EXECUTIVE VISIONING

Program Overview

Executive Visioning (EV) engagements gather leaders to co-create strategies around a future problem or opportunity. Using our proven methodology, facilitation, and visual capture, we create an environment that enables decision makers to explore the "art of the possible" and develop joint initiatives to pursue.

Focus

Our most successful EVs involve customers who are curious about the following:

- Gaining alignment among senior leadership on priorities, big ideas, or strategic vision.
- Thinking big and investing in the future.
- Exploring the customers of the future.
- Leveraging pan-Amazon opportunities.

Agenda

EVs start with an agreed-upon problem and opportunity statement. In the first half of the day, we identify the customer of the future and our desired shared outcomes: They reflect on the tension between where they are and where they want to be. During the second half of the day, customers generate and prioritize the big ideas that will deliver exceptional future value. Work streams are defined at the end of the day, with owners from both companies. Throughout, the conversation is brought to life through facilitation and live visualizations. Decision makers across both the customer and AWS/Amazon establish a shared vision, goals, and paths to success.

Output

The customer will receive:

- A Look Book that includes a full set of visuals and illustrations from the engagement.
- A Report that includes recap of conversations, outcomes, visuals; can be used in global reports, executive briefings, etc.
- A 90-day plan for jointly exploring each initiative.

Phase 1: Identify

- Exploratory conversations
- Introduce EV program

Phase 2: Engage

- Commit and confirm workshop date
- Define objectives and align on outcomes

Phase 3: Plan

- Confirm participants
- 1:1 Preparatory conversations
- Explore major joint areas of interest

Phase 4: Deliver

- EV workshop
- Identify actionable outcomes and owners

Phase 5: Impact

- Look Book and EV report
- Outcomes kick-off
- Monthly owner meetings
- Decision on path forward

To learn more about EV workshops, connect with your AWS Account Manager.