



# OPEN VISION — TRANSFORMATION 4.0

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The Future Day | Excellent ideas to enhance participation culture within the company |  
Combination of digital platforms and analog face-to-face methods

**CHANGE** LEADERS

## OPEN VISION



The entire process and the future day itself have generated a change energy that we had not seen before in our company.

The participants, right up to the board, were surprised at how smoothly and efficiently the networked work of hundreds of people worked – it was indeed a piece of the future within reach.

Head of Organizational Development

## THE BASIC IDEA

Open Vision to enhance participation and innovation

**Open Innovation** describes the opening of the innovation process and thus the active strategic use of the outside world to increase the innovation potential.

The focus is on the development of products and services or the search for creative solutions for individual questions.

We use **OPEN VISION** to describe the combination of digital platforms with analog face-to-face methods (DigiLog processes) in order to win employees as thinkers and co-creators of the entrepreneurial future.

Open Innovation is today already practiced at the most innovative companies in their industries.

## AN EXAMPLE OF A PROJECT

DigiLog - two forums of cooperation

**Innovative digital tools were used to further promote the participation culture within the company.**

Over 2,000 managers and employees were invited to post, develop and evaluate ideas about the various challenges facing the company on a common platform.

The results of this company-wide brainstorming session, which lasted several hours, served as the basis for the **"FUTURE DAY"**, on which one month later 500 managers and employees from various hierarchical levels and different departments worked together to develop many ideas for company development - also digitally networked.

Successful companies are in a constant process of change and adaptation.



## THE SOLUTION

Digital platforms and analog methods

With a smart combination of

- **digital platforms**  
(web sessions, LAN parties etc.) and
- **analog face-to-face methods**  
(lateral thinking, art etc.)

the participants are motivated to actively commit themselves to the future of the company.

But Open Vision does not only provide new ideas and an energy boost - participants also practice networked collaboration and learn about the advantages of these new working methods in practice via **social media and other collaboration tools.**

Executive staff and employees, but also external stakeholders or thought leaders are invited to jointly work on the strategy, the business model and the vision or mission statement of a company.

## THE FUTURE DAY

LAN party for the strategy

On the **FUTURE DAY**, solution ideas will be developed, elaborated and evaluated. The best ideas are worked out as solution concepts, elaborated broadly and jointly evaluated and prioritized according to effectiveness and feasibility.

In this way, important building blocks of the new **CORPORATE STRATEGY ARE** developed or prepared in the shortest possible time.

In addition, the employees participate in the further development and implementation of the strategy.

The results are processed and promoted in teams at various levels within the company. Other measures such as learning journeys (experiencing the future live today) and "leading in a digital and networked world" might follow.

The Future Day as a World Café within the framework of a LAN party with several hundred employees - this is how participative corporate management looks live.

## OPEN FOR MANY PROCESSES

### Contemporary Stakeholder Involvement

Prerequisite: Senior management must be seriously prepared to involve employees in decision-making processes and also be open to new ideas and innovative working methods.

Open Vision can be adapted to individual requirements and is suitable, for example, for developing mission statements, for optimizing quality, for increasing the energy level in the company or for accelerating complex conversion processes.

The process fits perfectly into today's digitally networked world - but without radical rethinking across all company structures it is difficult to achieve success here.

Open Vision is a big step for the enterprise in the direction of non-hierarchical strategy and corporate development.

## DIGITAL & ANALOG INTERACTION PROCESSES

**"OPEN VISION"** is the combination of digital platforms with analog face-to-face methods in order to win employees as co-thinkers and co-creators of the entrepreneurial future.

- With **digital methods** such as web sessions as crowd storming and online jams, prediction markets or "LAN parties", thousands of employees can be reached and interactively integrated into creative development processes (not just evaluation/coordination).
- Via social media and collaboration platforms, networked work is practiced and thus made visible and comprehensible in a very practical way.
- **Face-to-face methods**, such as stimulating lateral thinking or left-right-brain connection through movement, art, design or environment strengthen the potential for disruptive, radical ideas and the energy for implementation.
- In addition, modern, iterative innovation approaches such as interactive business, leadership, organization or career modeling, theory U, design thinking, lean startup or scrum logic are used.

# OPEN VISION - DIGITAL EXPERIENCE

Tailor-made processes and adaptable tools

"HIGH-END"

"LIGHT"



**Features:**

Swarm intelligence with adaptable, complex problem-solving processes for mass events

**Technique:** LAN with Notebook for 3-4 persons each

*customized*



**Features:** Questioning, Polls, Voting, Crowd Storming

**Technology:** Smartphone, tablet or notebook with latest browser



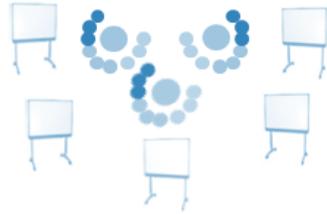
Digital & Face2Face  
Crowdsourcing

# OPEN VISION BUILDING BLOCKS

Customer- and occasion-specific design of procedures and tools



DigiCal Experience



Team in the mass



Storytelling minced meat



Go Viral



Persona 2020



Youtubing + Graphic Recording



Business Model "Me"



Comedy camp

# CHANGELEADERS PORTFOLIO

Consulting Boutique for Transformation & Change



## PROFILES

- Established in 2018
- Team of renowned thought leaders and experts in their professional disciplines
- Well-rehearsed team working together in different set-ups since many years
- Most of our projects have an international scope
- Many of our consultants work on projects abroad - globally

# IMPRINT

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