

VISION CONE

Architectural Storytelling · Strategy · Complex Collaboration · Big Data

DEFINITION

A tool of architectural storytelling. Used to communicate strategies, to steer complex collaborations (e.g. projects) and to enable concise yet coherent explanations grounded in complex information (**Big Data**).

7 ELEMENTS

- 1

focus & challenges
What is this really about?
- 2

current state
Where do we stand today? What defines the situation and the conditions we operate in?
- 3

picture of the past
How were things before? Where do we come from? Which past events or decisions shape the present?
- 4

roadmap behind us
How did we get from then to now?
- 5

picture of the future & options
What exactly will be, or will be different? What options do we have? Which criteria guide our choice between them?
- 6

roadmap ahead
How do we get into this future?
- 7

jobs-to-be-done & next steps
What specifically needs to be done? What momentum must we sustain to reach the goal, or come as close to it as possible?

EXERCISE

Crafting core messages

Precision, relevance and clarity are what create resonance.

Deliberately step outside the context you actually want to build storytelling skills for. Pick a big, complex story and capture it in three to at most five short sentences. Coin the right keywords for it.

EXAMPLES

literature	e.g. Anna Karenina, The Lord of the Rings
film	e.g. Star Wars, Oppenheimer
historical event	e.g. Alexander the Great, the Moon Landing

Ask for feedback. Repeat the exercise until you can phrase things quickly and confidently. Then apply the skill to every element of the Vision Cone, especially elements 1, 2 and 5.



Extrapolation and Retropolation

fields of action	influences	themes	trends
premises	metrics	resources	risks

- Where do the general and our own strengths and areas for development lie?
- What makes us distinctive and sets us apart from the other players?
- Which background and connections need to be understood?
- What tensions does the interplay of extrapolation and retropolation create?
- Which resources must be factored in, and how? What does success mean for us?
- How do we measure progress, both in the outcome and in the approach?
- Which early-warning systems help us detect changes or deviations?