



# Wayfinding

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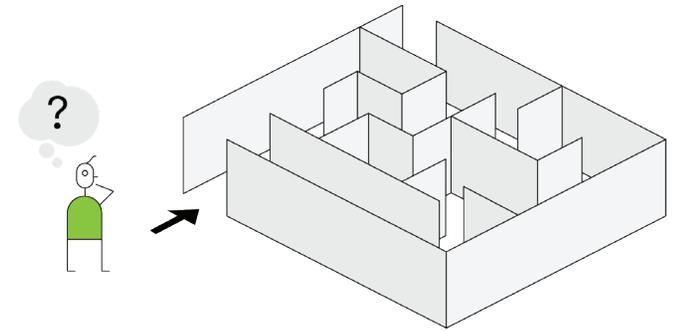
Ensure success for your most important initiatives

## About Wayfinding

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# You've taken on a complex initiative with transformative potential.

By nature it's elusive and shifting, with no roadmap to follow. How do you gain the clarity and consensus to lead the way forward? Wayfinding, a hybrid of design thinking and business planning, offers a solution. It's a collaborative process that blends diverse perspectives in order to overcome the barriers thwarting your progress. Together, we'll chart the right path forward.

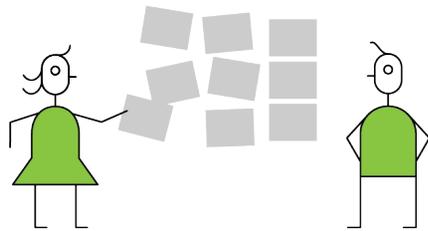


### ThoughtForm created Wayfinding

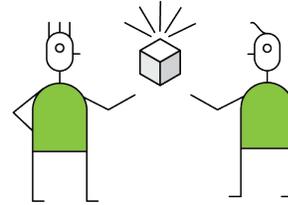
based on decades of experience helping Fortune 500 organizations illuminate their biggest challenges. It's a four-stage sprint that blends visualization and facilitation methods drawn from design together with incisive business analysis.

# Why it makes a difference

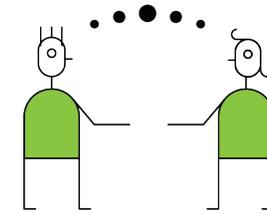
The **Wayfinding** process provides you with three key advantages:



It brings new **clarity** to your initiative, lending structure and perspective while revealing hidden blind spots.



It reveals **value** hidden within your initiative, and ways to create even more value...helping you earn support.



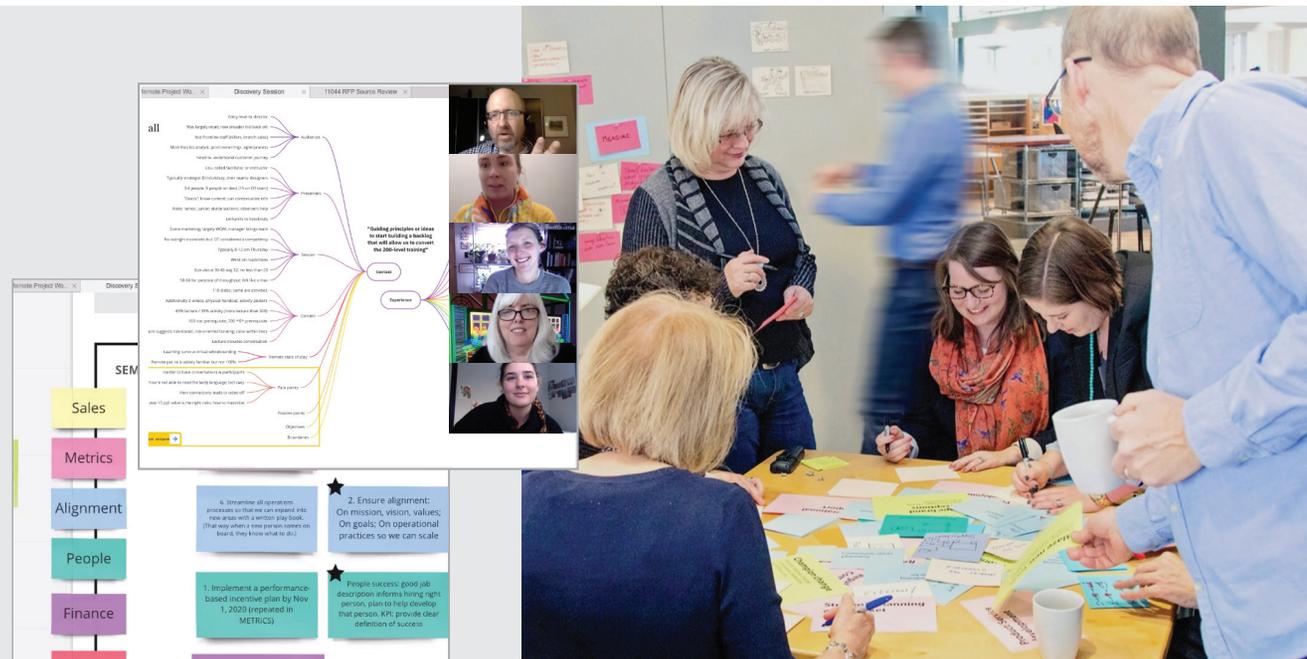
It builds **alignment** among your team, blending their insights and enabling you to accelerate progress.

## Who can use Wayfinding?

Wayfinding is a powerful tool for leaders tasked with a mission that can't afford to fail. It works best with teams who are ready to confront blind spots, communicate with transparency, and work collaboratively. Use a Wayfinding sprint to set your new initiative on the right vector, jumpstart a stalled effort, or add energy ahead of a critical phase. In just weeks you can change the game.

## Where and when

The Wayfinding process can be conducted remotely, in our light-filled riverfront headquarters in Pittsburgh, or on your site. We typically initiate an engagement within one week of the initial call.



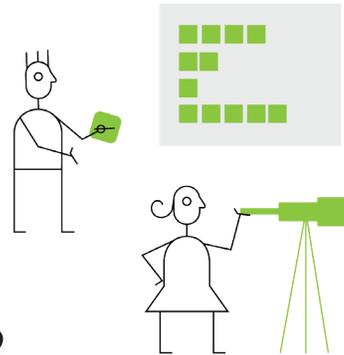
## A four-stage sprint

Once we agree that Wayfinding is right for you, the sprint gets underway. It's a four-stage process designed to frame your challenge, "workshop" it to reveal blind spots and create a whole new perspective, take stock of what's been learned, and provide you a written guide for moving forward. All along the way, our experts will work shoulder-to-shoulder with your core team.



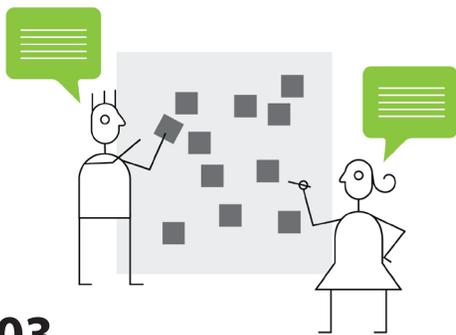
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**Orientation Session** frames your challenge, explores what the sprint could and should be, and defines the results you need to achieve.



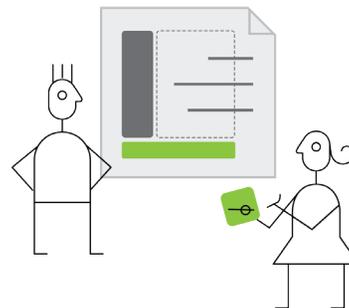
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**Scouting Workshop** applies visual exercises populated with the details of your challenge to illuminate it in a whole new way.



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**Mapping Session** provides a chance for all participants to share reflections on the workshop, highlight insights, and consider paths forward.

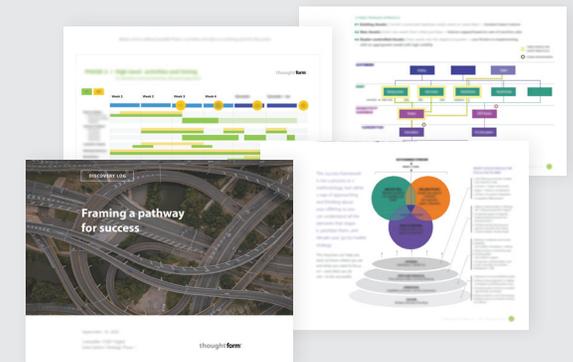
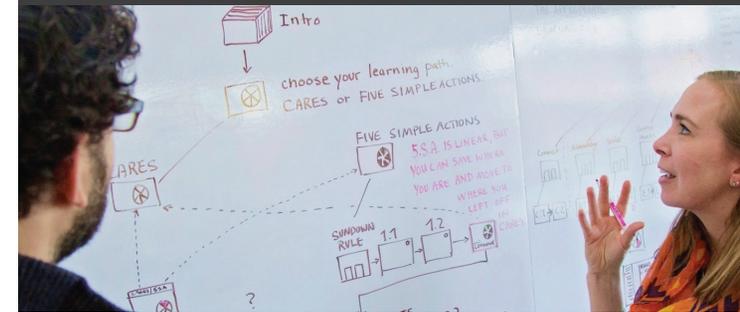


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**Journey Guide** visually documents all learnings, highlights transformative insights, and charts a new path for your journey.

**Each Wayfinding sprint is led by a dual team** of a strategist and business designer working with your core team. They guide your team through a sequence of tailored exercises designed to deeply engage them while re-thinking assumptions, exploring challenging questions, and discovering valuable new insights.

The process is based on visual thinking—a powerful technique that translates abstract discussion into tangible, visual images that enable groups to think together.



**Every Wayfinding engagement includes a Journey Guide**, which records the insights and decisions of your Wayfinding sessions and illustrates pathways forward. It's a highly visual tool that our clients refer to frequently, and that helps them quickly explain their plans to others.

## Don't just take our word

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Take it from leaders in Fortune 50 companies who have used Wayfinding to succeed:

***It was spot on.*** *Wayfinding helped us validate what direction the goals should head towards, and what we need to do to get there. Now we can use your help getting there!*

***You all did a great job of leading the conversation,*** *and we also appreciated how you had taken our pre-session survey responses and organized them in a manner that led to productive conversation.*



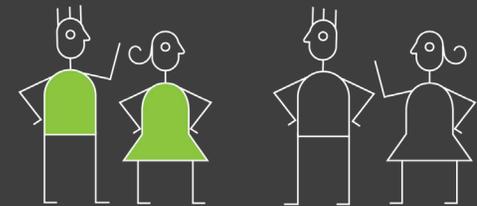
### Interested in Wayfinding?

To take the first step, contact ThoughtForm principal Steve Frank at (412) 488-9309 or [sfrank@thoughtform.com](mailto:sfrank@thoughtform.com).

## About ThoughtForm

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ThoughtForm is a strategy + design firm with a singular focus: applying the tools of design to help strategic initiatives succeed. Over decades we've helped leadership teams in dozens of Fortune 500 and other organizations to shape and launch their most mission-critical efforts.



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