

Nice to know

Embark on a value driven journey with
Sparks Visual

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What do we actually mean by 'value-driven'?

Consistency and communication are key to nurture trust and psychological safety in any kind of relationships. They enforce mutual understanding, one of the most relevant universal human needs.

In reality we know change is constant hence being consistent in an ever changing reality can be challenging.

Challenging, but not impossible. A few 'right' choices ahead, and we believe more conscious decisions can be made and consistency practiced.

All it requires is increased awareness about purpose and context.

Consistent with what?

We advocate that identifying and sticking to the core, the values and beliefs, can be the key, as long as they are congruent with a long-term vision. Hence, reflection about these topics, which closely relate to our definition of purpose, is one of the first choices available.

Breaking down this wisdom into 'practical reality' leads to the next range of choices available. Do actions and environment reflect purpose? What options are available to encourage more alignment? Acting in line with values and vision from within leads to more trust and confidence in oneself and with others to more trust and confidence by others.

Why do we invite creativity?

Creativity influences the attitude we take towards events or information.

The valuable insights gained throughout strategic reflections, visioning or value identification sessions can trigger instantly unique ideas and creative concepts.

Collaborating closely with creatives enables information to be captured and brought to life through visual interpretations.

Ultimately, a visual identity matching the core helps to portray consistency and to bring a message across effectively to the right target audiences.

What does strategic creative mean?

Strategic insights nourish the creative process by setting the initial conditions right.

Strategic creative facilitation means close alignment and collaboration between all parties involved in order to maintain momentum of the essence.

raise

[Your theme]

awareness



Do these thoughts resonate with you? Then let's team up and design the next value driven journey together.

Whether for you, your team or your organisation, the core principles remain the same.

Best wishes,



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FOOD FOR THOUGHT



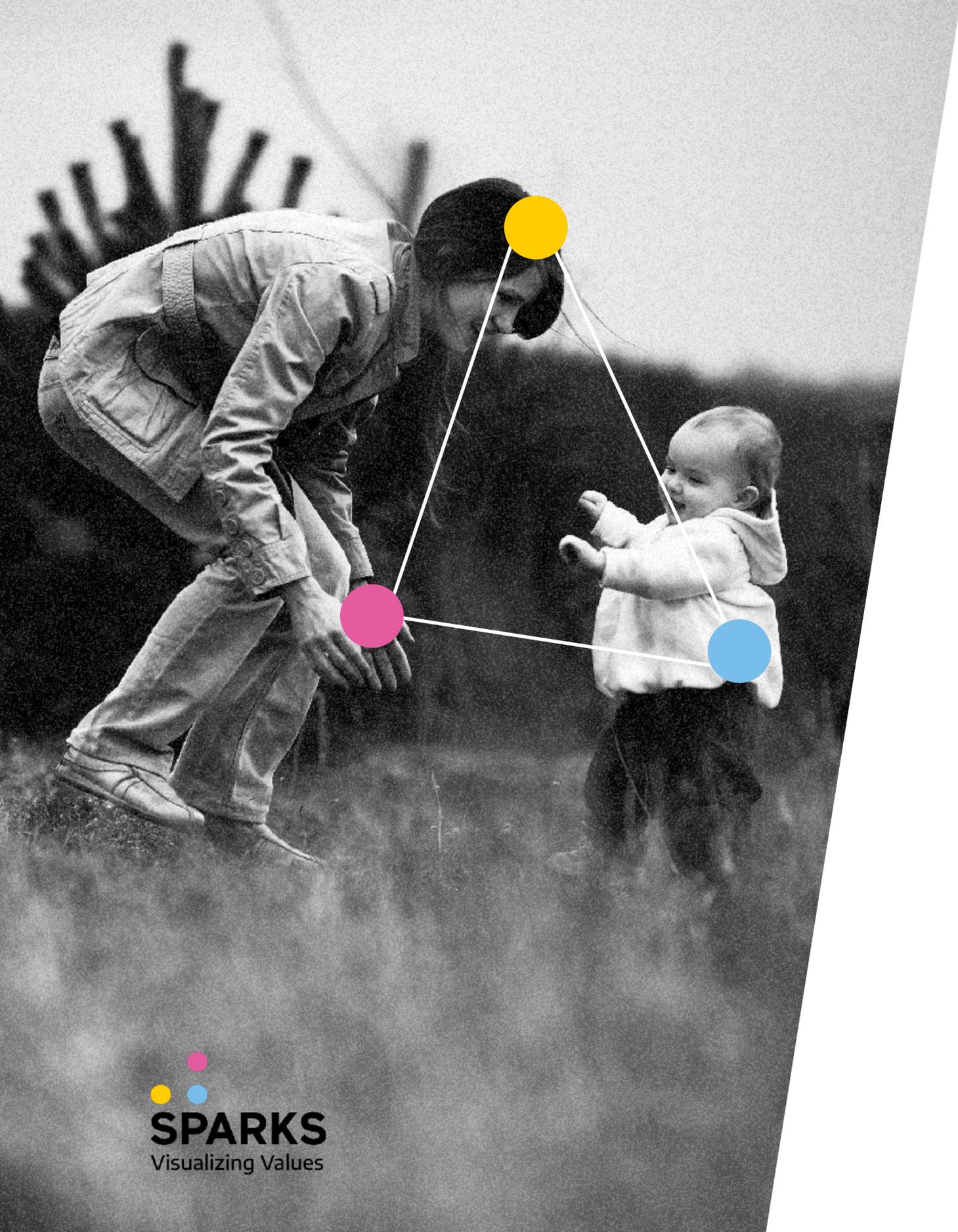
Food for thought

- *Responsibility breeds empowerment.
- *Nothing changes if nothing changes.
- *The desire to change must be bigger than the desire to remain the same.
- *Desire + strategy + practice = results. Patience is key.
- *Understanding how beliefs are developed is key to influence them.
- *Core values determine the way we act and behave.
- *Authority comes at a cost of connection.
- *Consistency and communication are key to nurture trust and psychological safety.
- *Creativity influences the attitude we take towards events.

Food for thought

- *Ideas build upon ideas.
- *Awareness-raising campaigns, which aim to bring large changes in lifestyle behaviour, are more effective when aligned with other services and interventions, contributing to broader policy goals and strategies on health.
- *Sufficient level of exposure, staff commitment and enthusiasm to the message are important.
- *Successful awareness raising campaigns on health usually have a trusted and solid messenger.
- *Clearly defined Processes, Risks & Controls support transparency and increase awareness.
- *Clearly defined Roles & Responsibilities serve as 'boundaries' and can empower employees.

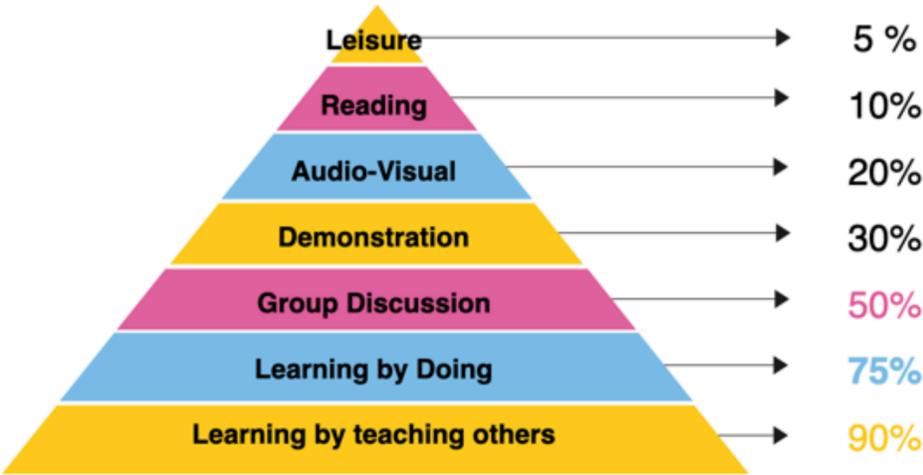




***'I hear and I forget. I see and I remember.
I do and I understand.'***

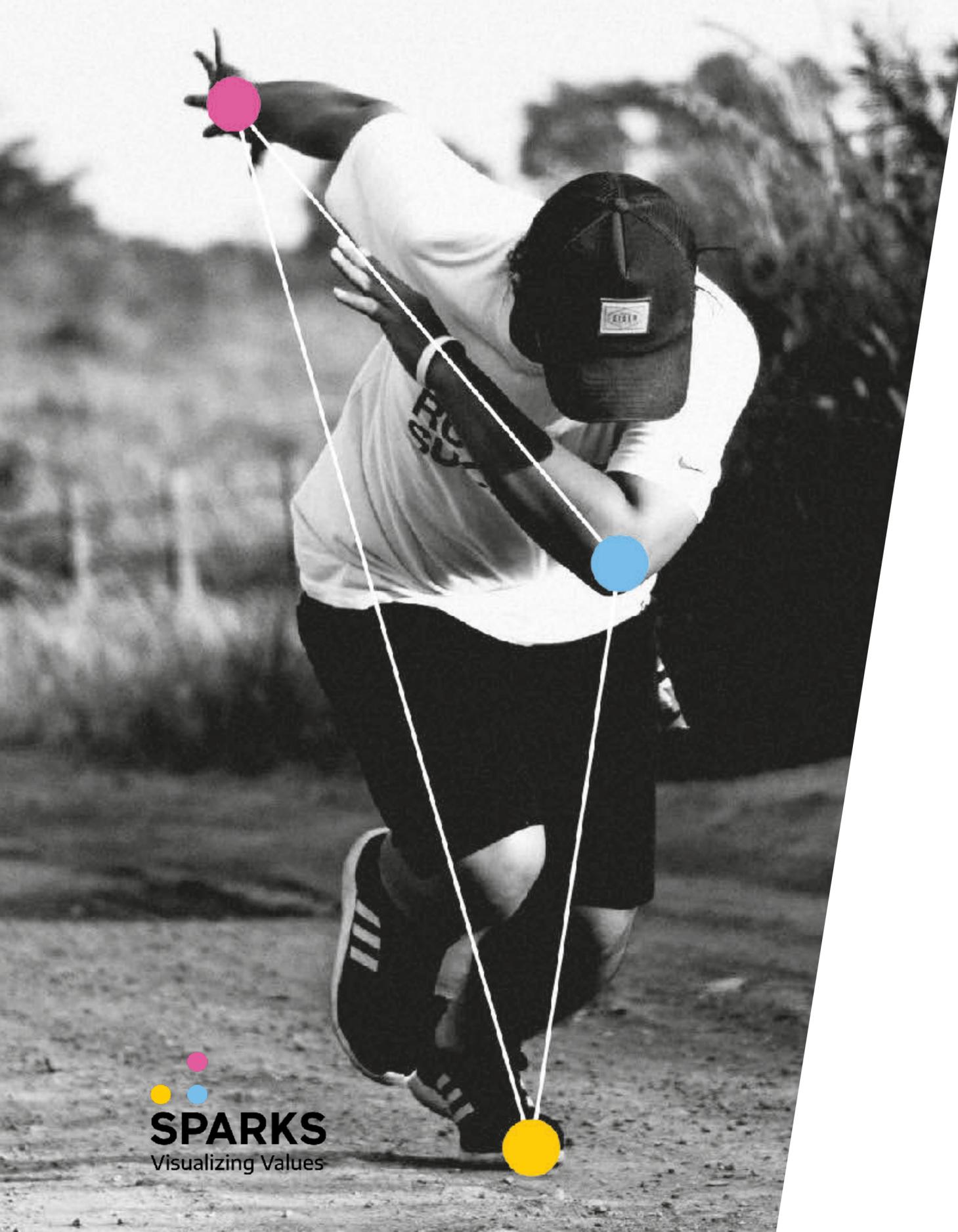
(Chinese Proverb)

Learning Retention Rates



*Experience based learning (group discussion, learning by doing, learning by teaching others) is most effective in terms of retention rate.

CHOICES | CONTEXTSCANNER©



Strategic

Reflection

Consistency check. Identifying key themes with our Contextscanner©

Visioning

Clarifying and streamlining your vision

Value Identification

Clarifying and streamlining values and beliefs

Planning

Clarifying and streamlining Objectives, Roles & Responsibilities

Impact Analysis

Identifying and evaluating Risks and Opportunities

Creative

Brainstorm

Co-Creation. Enriching perspective through diversity.

Concept

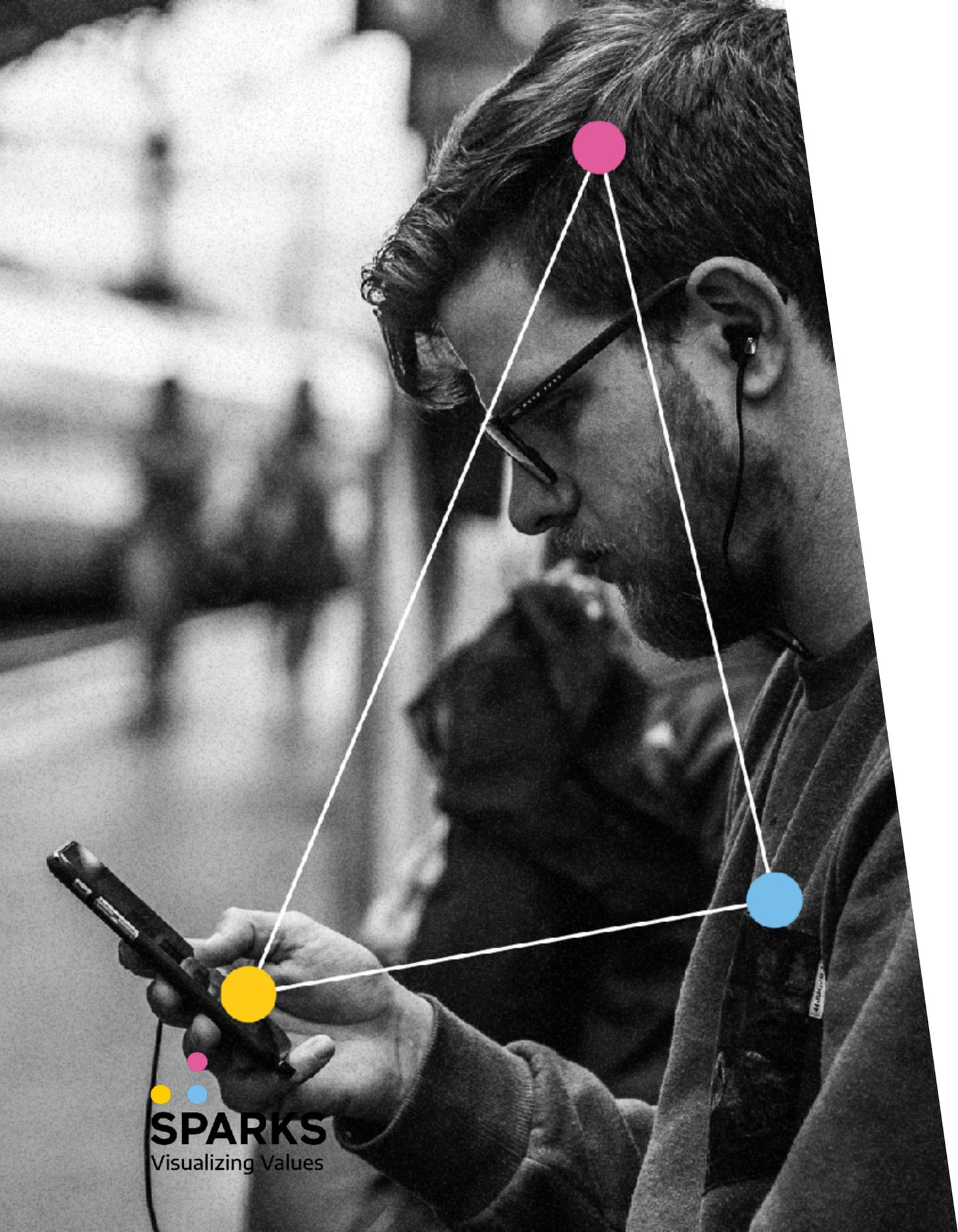
Smart Campaign. Creative concept based on strategic insights.

Production

Inspiration. The sky is the limit. We collaborate and co-ordinate.

Workshops with Lego® SeriousPlay®

Strategic storytelling. Visualisation.
Teambuilding. Standard/ tailored formats.



Standard Tools

We like interviews, questionnaires, brainstorm sessions, workshops; Which way to choose depends on the scope, number of participants, physical location and your budget.

Our signature tools:

Contextscanner©

Holistic framework for a comprehensive context analysis and key theme identification.

Consistency Check

Online Survey to spot inconsistencies of perceptions on key concepts within groups.

Lego® SeriousPlay®

Unique Workshop format using Lego bricks to build metaphors and ideas.

Our pool offers a broad range of additional solutions that might fit your mission more accurately. Contact us for more info, or give us a hint upfront by filling in our >>> **Quick Scan** (+/- 3 mins) and we will get back to you with more tailored info.

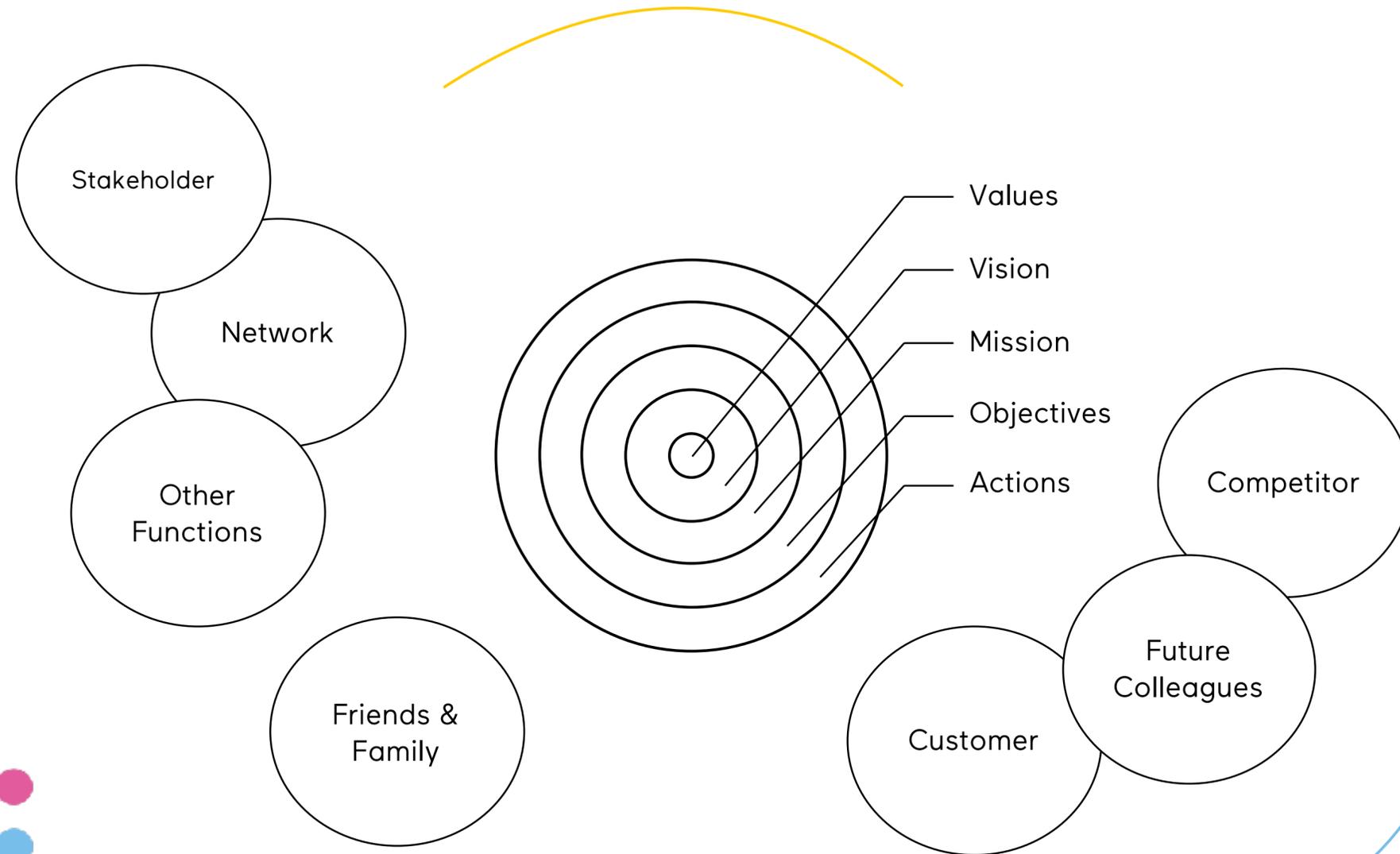
Contextscanner©

Introducing a frame of thought
for anyone on a mission.

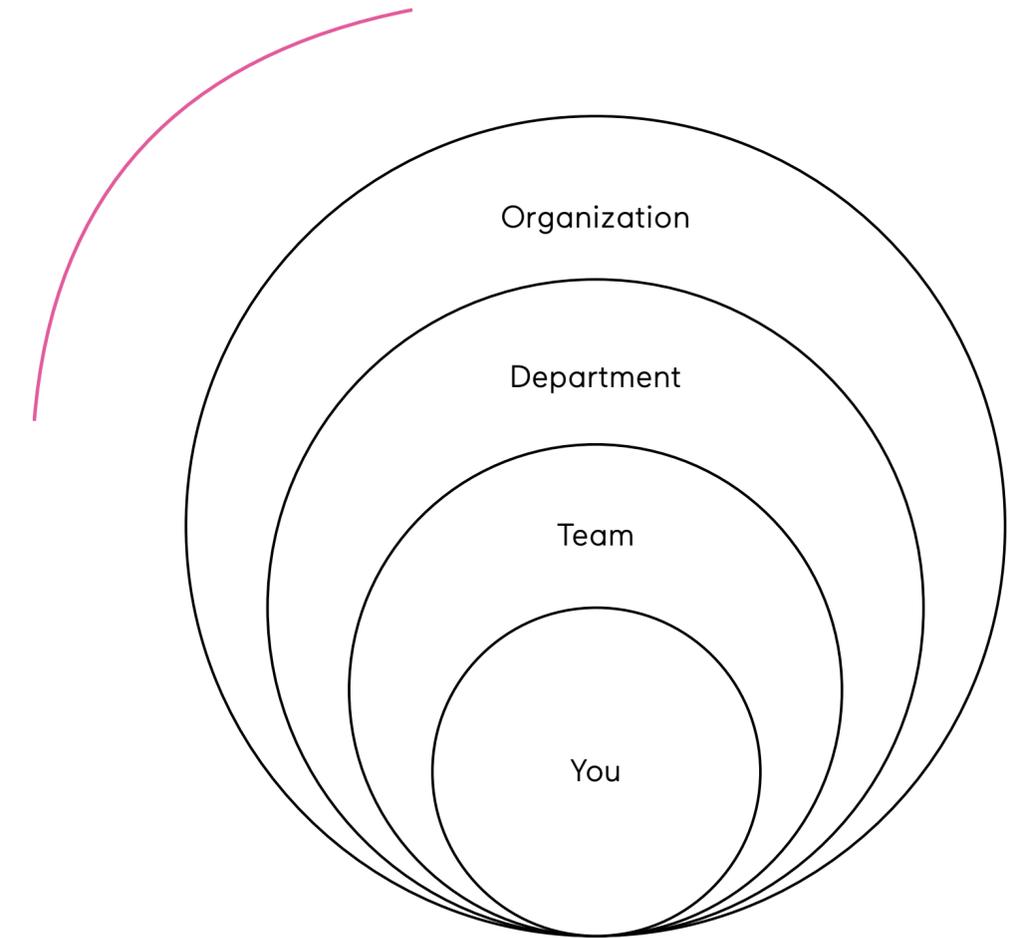


Contextscanner©

Zone of Direct Influence



Scope & Perspective



Increased Awareness Zone

Contextscanner©

Sparks Session

Enter the value driven journey.
Get clarity on your purpose.
Understand your choices. Turn
them into responsible actions.
Book a Sparks Session.

- ✓ Fun
- ✓ Insightful
- ✓ Long lasting



ABOUT SPARKS VISUAL

About

Inspire organisations to challenge and to share their unique story.

Sparks Visual believes that increased awareness about values supports purposeful decisions and responsible actions.

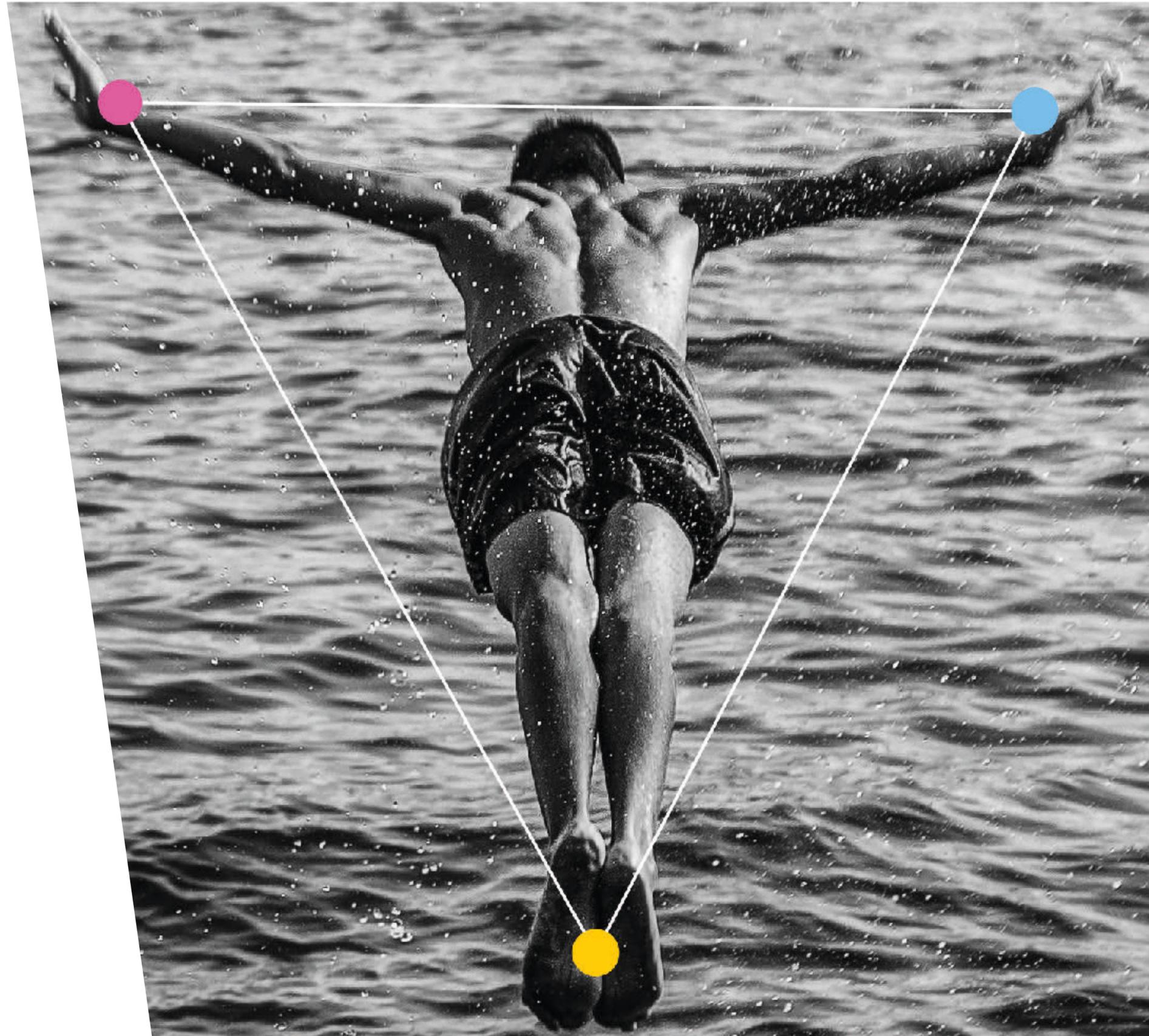
Sparks Visual believes in the power of internal and external awareness about purpose and context, in the power of the mind, visualisation and that everyone has a unique story to tell.

Our mission is to inspire people and organisations to tap into this power, take responsibility and shape their actions for the greater wellbeing of people and environment.

We collaborate with strategists, leadership experts and creatives to mutually explore and build upon your mission's purpose.

For any questions or further information you can connect with Helene Peters:

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Some Inspiration

<https://hbr.org/2018/07/creating-a-purpose-driven-organization>

https://hbr.org/2019/02/the-3-elements-of-trust?utm_medium=social&utm_campaign=hbr&utm_source=facebook&fbclid=IwAR24BeDcZZoPnbtoCtF1Akmzr9Ck4NQCQPvpeR-O_k5N0_cndfKpH9SFdFw

https://www.weforum.org/agenda/2019/08/5-ways-moral-leader?fbclid=IwAR0uJGb8s6LHU4hlArEagnXk77TGEuPa72udrcwasxIWs8tpJxR_-msU3GI

<https://hbr.org/2018/06/leaders-focus-too-much-on-changing-policies-and-not-enough-on-changing-minds>

https://hbr.org/2017/01/the-neuroscience-of-trust?utm_campaign=hbr&utm_medium=social&utm_source=facebook&fbclid=IwAR1x4UC0BoAnfgkP9zTSAs3jSp135qL68x6DS_k9wuosm7vl8l2E9xMRsK4

https://www.ted.com/talks/dan_ariely_are_we_in_control_of_our_own_decisions?language=en

https://www.ted.com/talks/ruth_chang_how_to_make_hard_choices/transcript?language=en

https://www.ted.com/talks/barry_schwartz_the_paradox_of_choice?language=en

https://www.mindtools.com/pages/article/newTED_85.htm

<https://www.mindmovies.com/blogroll/the-neuroscience-of-visualization>

<https://blog.markgrowth.com/why-visual-communication-is-so-important-in-content-marketing-d955ccd932a2>

<https://www.collective-evolution.com/2016/06/26/how-to-actually-make-the-law-of-attraction-work-for-you/?fbclid=IwAR0kxsT8GyicQqiMImE7wPst6RoYyLnWuPpD9lpRfCrXZq9PlqDuugx4tjk>

<https://www.ideo.com/blog/design-an-organizations-purpose-statement-with-this-tool>

https://www.mindtools.com/pages/article/newTED_02.htm