

PHASE #1 WELCOME

Instructions for the Organizer

Prepare all the materials needed for the meeting, but do not hand anything to the participants right away. You'll guide the activity step by step through the 7 PHASES outlined in this guide.

Prepare the Concept Map: use a glass window, or a large sheet of flipchart paper divided into 4 quadrants.

Make sure a clock is visible to everyone.

Welcome all participants and officially start the session.

Assign the Storyteller Role and provide them with PHASE TWO instructions.

Once the Storyteller finishes their part
distribute ONE pen and ONE Phase #3 sheet to each participant.

Enforce time management and maintain focus.

Ensure all participants are fully present, both physically and mentally.

Eliminate distractions. If necessary, read the following script aloud:

One Rule: Be Fully Present

This means being present both physically and mentally.

Understand that this is an in-person activity, together as a group,
but also a space where each of you commits time to an important purpose.

Everyone's maximum effort is required. Distractions, such as cell phones
or selfies, are prohibited. Avoid noisy spaces or those with high foot traffic.

Phones should be placed in a designated container, turned off or set
to airplane mode. No exceptions to this rule.

This meeting is scheduled during a time when no one's child is expected to be born.

At this point, everything else can wait for the few hours dedicated to this exercise.

Explain that participants now need to focus on the narrator,
whose voice will guide you all on a special journey.

Distribute Phase #2 sheet to the Storyteller.

PHASE #2 TELLING THE STORY

Instructions for the Storyteller

Hello, Storyteller!

It's great to have you here.

Your task is simple: read the following text aloud so your colleagues can listen attentively.

Take deep breaths and don't worry—you're not on the X Factor stage.

You're among colleagues, all of whom understand the importance of your role in setting the tone and context.

Your words serve to create a 'place-time', the listener must pay attention and project himself into that 'place-time'.

So breathe often, don't rush, speak slowly, make yourself heard, never shout.

? Some sentences begin with a question mark, so you know, right away, that you have to express a doubt.

Bolded text separated by slashes should be read with extra emphasis:

— **One — word — at — a — time.**

(Occasionally pause, look up, and make eye contact with your audience)

If someone has not heard or is distracted, repeat the passage.

Be patient, because yours is an important and special role, it requires the right spirit, that's why you were chosen, because everyone knows that you will be able to transport people to the right place.

Right, you step in.

A big smile. Breathe, the curtain rises!

BEGINNING THE READING

Writing a Vision and Mission is a journey.

Here — our — journey — begins.

We will continue by reading and listening.

We must allow ourselves to imagine.

To think about what doesn't exist yet.

In the end, we'll return, ready to write our reflections, turning them into the cornerstones of

— **our — new — future.**

The guidebook from which this exercise is drawn says that the key

to crafting an effective vision is to step away from — **the — here — and — now —**

and step into a new role: — **ourselves — twenty years — from — now.**

(pause, breathe! Look at your audience)

Imagine a classic scene of an elder surrounded by curious children eager to hear stories of the past.
A time when there were no smartphones, Netflix, PCs, or televisions. No Google!
People asked questions of the elder, who had seen more than anyone else.
Their wisdom came from real, lived experiences.

Under the shade of a tree or beside the crackling fire in a hearth, the elder told timeless stories — tales of distant pasts that taught lessons and extended into the futures of those listening.
One day, those stories would shape the listeners' choices.

Now, we're here for a purpose.
Our gaze, too, must immerse itself in such an atmosphere.
But with one key difference:
Our story doesn't concern the past, but — **the — future**.

We have an important task: — **to — describe — what — will — happen — in — the — future**.

(pause, breathe! Look at your audience)

But since the future is always uncertain, we will use a "special tense": **the — future — perfect**.

? Why is it special?

Because it describes a — **future — past**.

It's the tense — **of becoming**, like when we say:

"Tomorrow at this time, Lucia — **will — have — taken —** the train".

But it's also the tense — **of uncertainty**, like when we say:

"Tiziano isn't here, —**he — may — have — gone —** shopping".

The future perfect — **is — the tense — of vision**.

To make this leap through time, we need a shock. Here it is!

(pause, breathe! Look at your audience)

TODAY, TWENTY YEARS FROM NOW

Our — company — no — longer — exists.

Don't ask why!

That's not the point.

It happened, and a lot of time has passed since.

Twenty years is a long time.

(pause, breathe! Look at your audience)

In those years, each of us has often thought back to that time.

When we were all still together.

? What could have been done differently?

? What choices might we have made to prevent what happened?

There is no obstacle, however, that can stop the march of time, and the vague fog that shrouds the events of the past as they recede.

For many years now, all of us former colleagues have been going our separate ways, some working, some personal.

(pause, breathe! Look at your audience)

Today, however, our paths cross once again.

Many things have changed, but time has not been wasted; it has cleared our vision, making it calm and serene.

First of all, those who — **once** — **were** — our clients have changed.

The — needs — of the people we once could address are no longer the same.

Even our competitors of the past have transformed: some have evolved, while others have gone extinct.

The entire commercial sector in which we once operated has been reshaped.

With these emotions — **in our gut** — **and in our mind** — we must express what each of us can see in the time of the future perfect.

Take pen and paper, it's time to write for the "us" of the past!

END OF THE READING

Thank you, Storyteller!

Return to the audience and join the next phase.

Time: 15 minutes. Each participant must answer the following questions while imagining that the future is already here.

Hello!

This task is important and should be done in silence because it is a form of respect for your intelligence and that of your fellow travellers.

Write today's date, adding 20 more years. / /

You are in the future, the world has changed and life is different. What are the main challenges facing humanity as a whole?

How has the professional sector you worked in transformed in response to the new circumstances?

Now think about professional roles and individuals: what are their needs? What new demands must companies in the sector address?

Now it's time to focus on companies: How have they evolved internally to meet these new challenges? Consider both the needs of clients and those of employees.

Some will finish earlier, some later. Patience is the virtue of the strong and waiting in silence will be the greatest form of respect for the concentration of others.

PHASE #4 - SUMMARY AND CONCEPT MAP

Instructions for the Organizer

After 15 minutes, each participant should summarise their answers.

Collect the pens and in return distribute a large-tipped marker and Post-it notes (of the first colour) for each participant . Important: only one-coloured Post-it notes should be used during this activity.

Ask them to summarise **each answer in a Post-it note**, using a maximum of 4 words per sheet.

Attach the post-its to the concept map you have constructed, divided into the 4 quadrants, like the example below. Each quadrant corresponds to one of the TIME MACHINE questions.

For each quadrant there can be Post-it notes expressing different themes.

Post-it notes can also be grouped thematically if they refer to similar concepts.

Context	Sector
Companies	People

PHASE #5 - TALENTS FOR BUILDING THE FUTURE

Instructions for the Organizer

Before starting: collect the first set of post-its from the participants.

Distribute the second set of Post-it notes.

Summon the Storyteller.

During the activity, participants will stick their Post-It notes in the quadrants they were inspired by.

Time: 10 minutes.

Instructions for the Storyteller

Hello, welcome back to the stage.

This time your task will be easier, but make sure to maintain everyone's focus.

Speak clearly and confidently. Repeat sections if necessary.

The reading begins on the following page.

Take a deep breath and look at your audience.

BEGIN READING

Now is the time to construct our Mission.

We will transform the scenario described and summarized on the Conceptual Map into an action plan.

We'll do this by analyzing two crucial elements that require our attention.

(pause, breathe! Look at your audience)

We will — **first** — identify our talents — **and then** — our verbs.

Let's start with the talents — **that** — **exist** — **now**.

We can uncover and highlight both individual talents and those of the team.

What sets us apart?

This question requires digging deep.

For each quadrant of the Conceptual Map,
each of us will write down one specific talent on a post-it.

(pause, breathe! Look at your audience)

One Post-it note per talent. More talents, more Post-it notes.

Here's a suggestion:

? Which — **adjectives** — can complete the sentence: "**We are...**"?

The answer can refer to individuals or the collective.

(pause, breathe! Look at your audience)

To summarize:

- Identify the talents for each quadrant.
- Write one talent per post-it.
- A talent is valid when it completes the sentence "We are."
- Attach the talent to the corresponding quadrant on the map.

We have 10 minutes for this activity. Then, we'll move to the final step.

PAUSE (you will continue later)

PHASE #6 - VERBS FOR THE PRESENT

Instructions for the Organizer

Once all participants have attached their post-its, read the talents aloud, ensuring they are shared with and examined by the group. Clarify or rewrite as needed.

It's likely that multiple participants have identified the same talent or synonyms. Group the post-its with similar talents (or leave just one representative post-it).

If you have a third set of post-its, switch to those. Collect the talent post-its and distribute new ones for the verbs. If not, it's fine; it will still be clear when a word is a verb or an adjective.

Summon the Storyteller for the final reading.

Instructions for the Storyteller

BEGIN READING

(pause, breathe! Look at your audience)

The — Mission — is — action.

We now need to find the verbs that express what our organization — **must — do** to create the future scenario.

? How do we use our talents?

? How do we turn them into impactful actions?

Reviewing the quadrants of the Conceptual Map, each of us will write down one action the company can take to leverage its talents and build the future scenario.

The action should be a verb and a few additional words (maximum of four) to detail it.

We have 20 minutes for this final activity.

END READING

Instructions for the Organizer

At the end of the activity, read the actions aloud along with their associated talents.

During this sharing phase, reflect with the team on the appropriateness of the talents and actions expressed. Make any necessary adjustments, rewriting post-its as needed.

At this point, the Conceptual Map should be complete, with the Talent and Action List serving as the foundation for writing the company mission.

PHASE #7 - CLOSING THE WORKSHOP AND NEXT STEPS

Instructions for the Organizer

Well done! You and your team have completed the workshop to gather all the information needed to write the vision and mission.

Take a photo of the Conceptual Map and the post-its immediately. You never know when something might get lost.

Thank the participants and let them know their contributions were invaluable.

You can now release the phones.

Celebrate the success of the event with a group photo, **gathered around your VISION MISSION Canvas** and **holding your notebooks**.

Announce that you'll reconvene within a week to review the texts that will be written in the meantime.