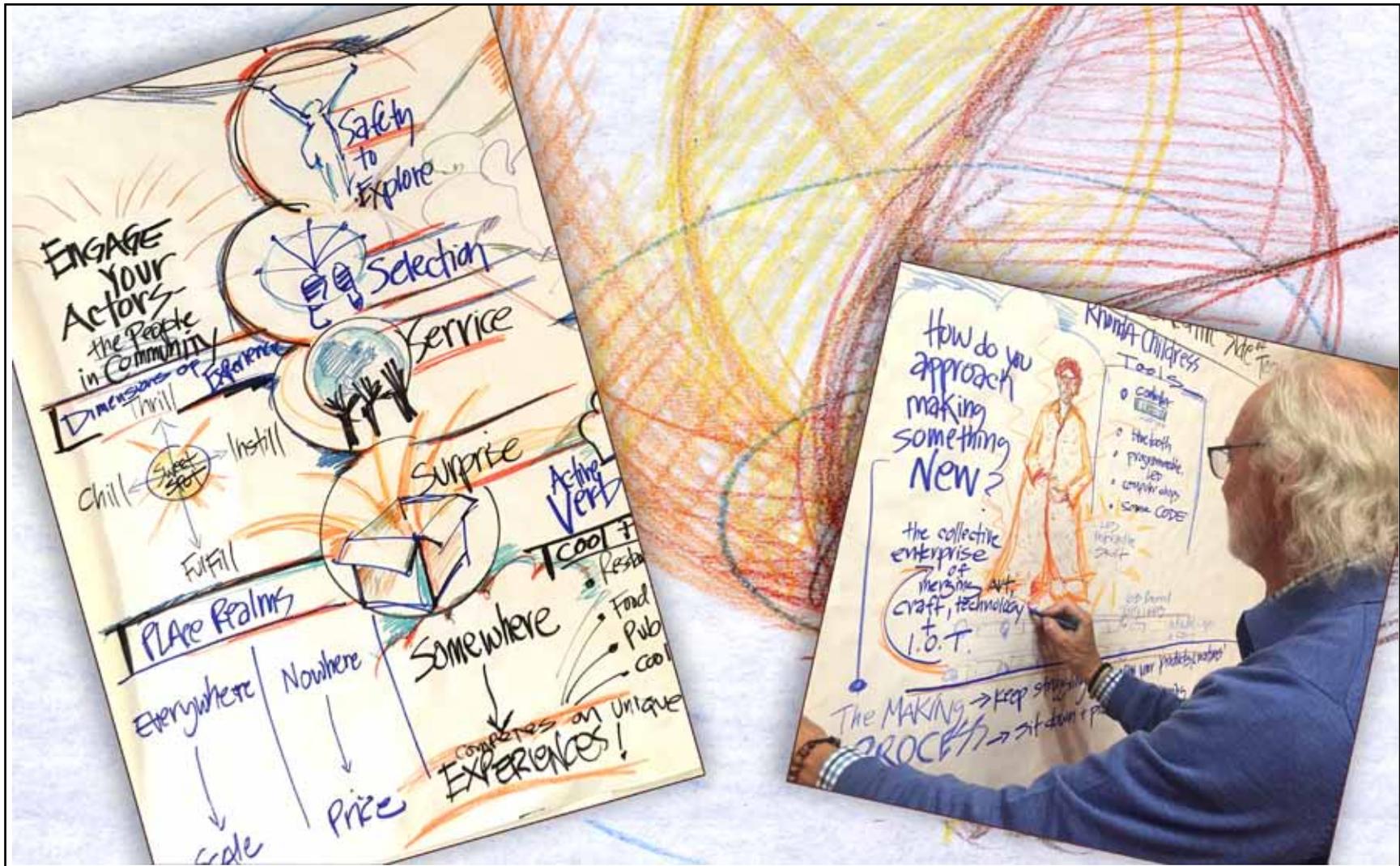


# The ActionCraft Strategy Workbook Sampler



A Conference Graphic and Strategy Tool  
to Capture Insights about Gnarly Problems  
and Facilitate Innovation, Collaboration and Action

*Marla Johnson & Ken Hubbell*

# How Visual StoryBoards + Strategy Improve Your Conferences or Retreats & Your Business Outcomes

We capture the Big Picture and the critical action steps so any meeting is powerful, effective and memorable! By capturing on wall-sized murals the essence of a conference or strategic retreat, Ken Hubbell draws out the most powerful insights into compelling Storyboards or Action Maps.

Our process expressively captures the key content and quotes in “real time.” Immediately after, we provide a succinct strategic analysis of the implications in the content. Then, we compile it into a visual workbook, mini-animated videos and podcasts for leaders to take home and share the most critical ideas of the meetings. We call this integration **The Art of Change™**.

The sheer size, conceptual clarity, and imaginative visuals help leaders maintain strategic focus and commitment while they are immersed in real-time change-making. These storyboards become the building blocks for communicating strategic issues and trends, key challenges or collective direction. Often, we embed quick portrait sketches of key participants and panelists to connect people with their ideas and to reflect the people at the center of all change processes.

This synthetic art craft surfaces the key ideas and keywords of a presentation and complements this with high level content summaries and strategic follow up questions. This helps participants take away key insights and drive action back in the workplace. The benefits from the *ActionCraft* experience are simple:

## BEFORE

chaotic  
complex  
confusing  
overwhelming  
unremarkable

## AFTER

focused  
simple and clear  
visualized  
actionable  
memorable

**This short *Sampler* provides some recent examples of this unique leadership learning tool.**



*Ken's real-time illustration of Sam Dean's kickoff presentation at the 2nd Annual Arkansas Maker Summit in 2017 highlights the inspiring effects of lighting and interactivity on visitors exploring public learning venues and city spaces that produce unique characteristics of "place."*

**Marla Johnson**  
Strategy Synthesizer

**Ken Hubbell**  
Visual Storyteller & Collaboration Facilitator

## Our Team

In 1994, Ken and Marla first worked together when building a video game for Electronic Arts. Our team brings to this work over 20 years of experience in business creation and change-making.

Ken Hubbell is a practiced graphic recorder and facilitator bringing together powerful visuals and discerning storytelling to energize the work of clients in technology and predictive analytics companies, progressive foundations, national networks of community colleges, and dozens of universities, health systems, and social impact organizations.

Marla Johnson is a strategic business and marketing consultant and company founder and leader. She has been at the forefront of helping businesses, organizations and communities demonstrably win amidst changes in technology and culture. She has worked strategically with health, education, non-profit, retail, entertainment, economic development, travel, manufacturing, energy, professional service organizations – all kinds of companies -- since 1995.

## Our Products



*Ken Hubbell visualizing post-secondary linkages for 2017 annual Achieving the Dream national conference.*

## *How the Maker Sensibility Influences Entrepreneurs*

**Arkansas Maker Summit, 2017**

### *Leadership Reflections*

We produced a series of visual storyboards at the 2017 Maker Summit for The Scott Family Amazeum in Bentonville, AR. Ken captured highlights about start-up challenges for entrepreneurs.

Various organizations at the Summit were exploring questions like these:

1. What is your current customer discovery process?
2. Is your businesses current business model under new pressures? Have you ever faced a point where you had to make a serious pivot?
3. What are your prevailing assumptions about your core business as you head into 2018?
4. What about your business or product idea needs innovating and how will you implement this shift?

# How the Maker Sensibility Influences Entrepreneurs

Arkansas Maker Summit, 2017

Joel Gordon, KIM LAWE, JEFF AMERINE

## MAKER MAKING + ENTREPRENEURS

10/16/2017

1. If you have an Idea - Get on it **FAST**

2. Find People + Build Trust. Test Ideas.

3. Resources

- Start-Up Junkie.com
- The Conductor
  - consulting
  - maker
  - gut checks
  - coaching
  - networking
- Innovation Hub
  - help w/ prototype
  - stress Test Model thru customer Discovery
  - Resolve Bugs

zrconductor.org

**LEARN CANVAS**

Ideation Process + Simple Tool

Validate/Invalidate your Business Ideas + Assumptions by asking open-ended questions to PIVOT or REFINER

PRESENTING TO INVESTOR COMMUNITY

WINNING TEAM

Big Problem You Can Solve

FINANCIAL PROJECTIONS FORECAST

AUDIENCE ANALYSIS

conclude: ASK E

DEMOCRATIC MARKET FOR INVESTORS-ONLINE

- KICKSTARTER etc.

kenhubbell.com

## *Leadership and Global Trends, David Gergen*

### *Leadership Reflections from the 2017 Ignite Health conference*

Gergen spoke to a large network of Blue Cross associations about emerging issues in health care and health insurance. His was a useful view of how government cannot keep up with the exponential rate of technological change and how that calls for a reshaping of leadership. The military term VUCA describes the world we face: Volatility, Uncertainty, Complexity and Ambiguity. With AI and machine learning able to help us evaluate multiple factors and calculate best options, we need leaders who are consistent and trusted so they can inspire, mobilize and adapt to change.

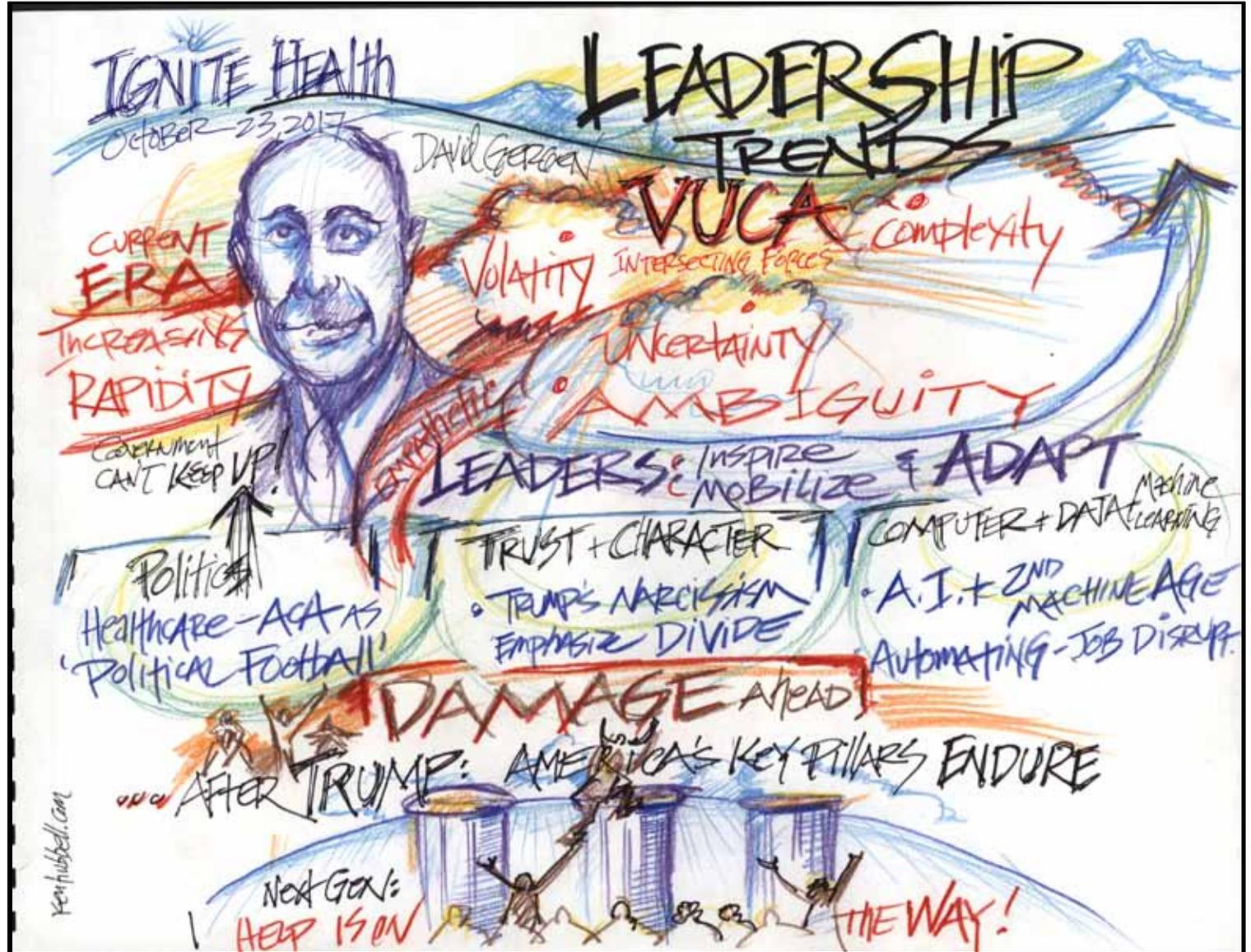
Gergen views the current, negative political scene – one that has turned the healthcare of millions of people into a political football -- as one that we have to endure for some time. He said that pillars of our government system will survive amid the rubble and that we should get out of the way and let young people lead us through the next phase.

#### **Strategic Implications for leaders:**

1. With the national government characterized by deadlock and dysfunction, what about state and local government?
2. Are there local innovative approaches to engaging or shaping government that can move us toward our mission of improved healthcare for our populations?
3. What and who do our leaders know, and how can that be leveraged to help steer the ship in the places we serve?
4. Can we work together to educate and empower each other?
5. How can we listen and work with young people and not usurp or undermine their ideas and actions?

**Ignite Health  
Conference:  
Leadership and  
Global Trends**

Presenter  
David Gergen  
CNN Senior Political  
Analyst



## Building Change-Ready Institutions

Panel Presentation at National DREAM Conference for Community Colleges  
in San Francisco



## PBS Broadcasting Networks-Annual Conference

### IDEO's Presentation: Incorporating Design Thinking to Transform Institutions



## *Future of Technology: Connected Devices in a Connected World,* **Sheila Jordan**

*2017 Northwest Arkansas Technology Summit*

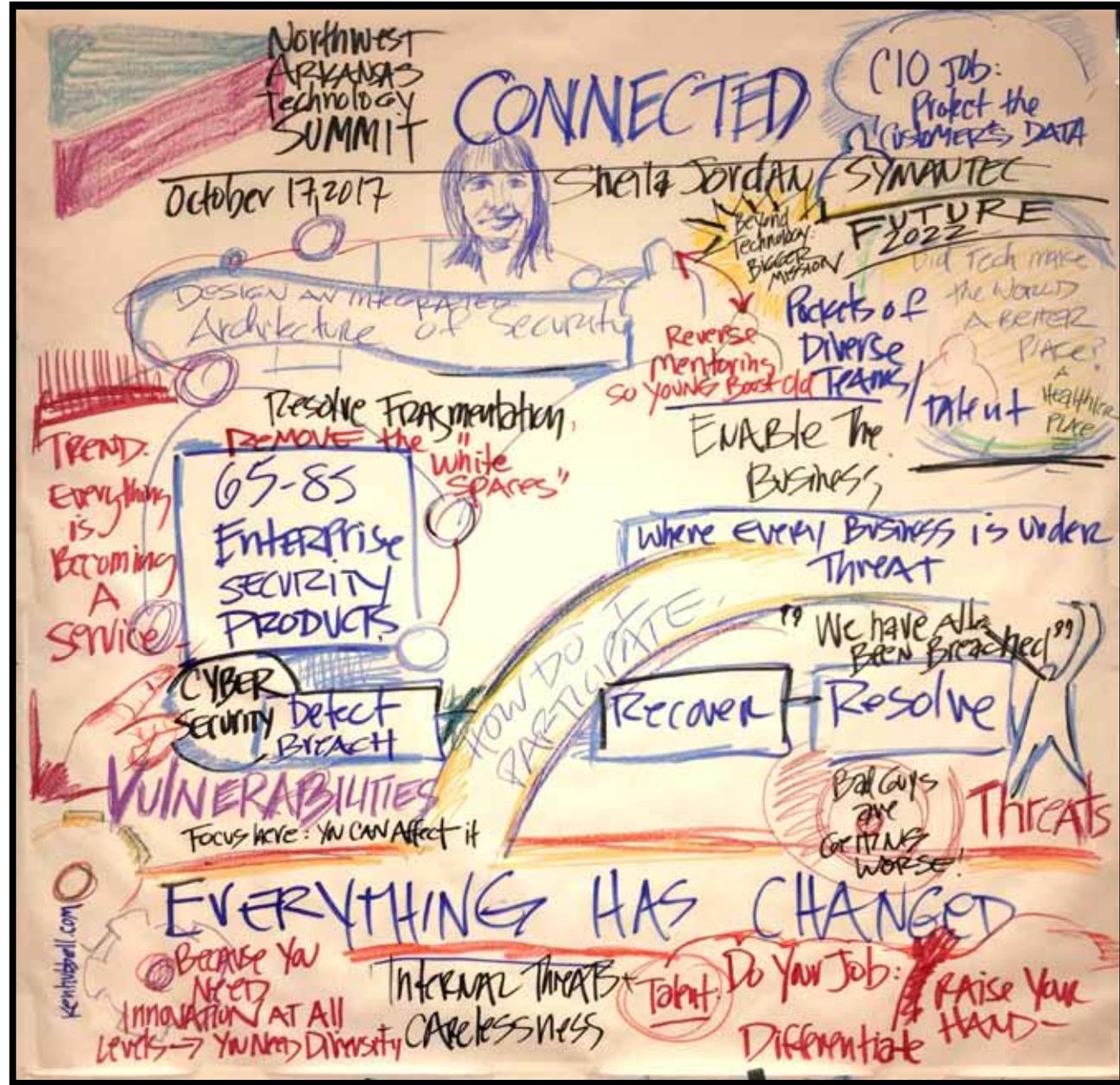
### *Leadership Reflections*

1,400 business leaders participated in the fourth annual regional technology conference in Northwest Arkansas. We produced a series of visual storyboards (*at right is the graphic with highlights from Symantec CIO Sheila Jordan*) for the panel on key trends and challenges facing technology and information teams in an environment where no business is safe from cyber threats.

1. What are the implications in your business of Jordan's observation: "We're all under threat, and we've all been breached"?
2. With multiple software and security programs in use daily in any business, how will we effectively resolve the fragmentation.
3. How do we design an integrated architecture of security and push this to the forefront of our core business?
4. Beyond the application of technology in our enterprise, do we have a laser focus on our mission? Are we utilizing technologies to help make the world a better and healthier place?

Northwest  
Arkansas  
Technology  
Summit:  
Connected  
Devices in a  
Connected World

Presenter  
Sheila Jordan  
CIO Symantec Corporation



## *How to Innovate Like an Insurgent, Polly LaBarre*

ESTO 2017 Annual Conference on tourism

### *Leadership Reflections*

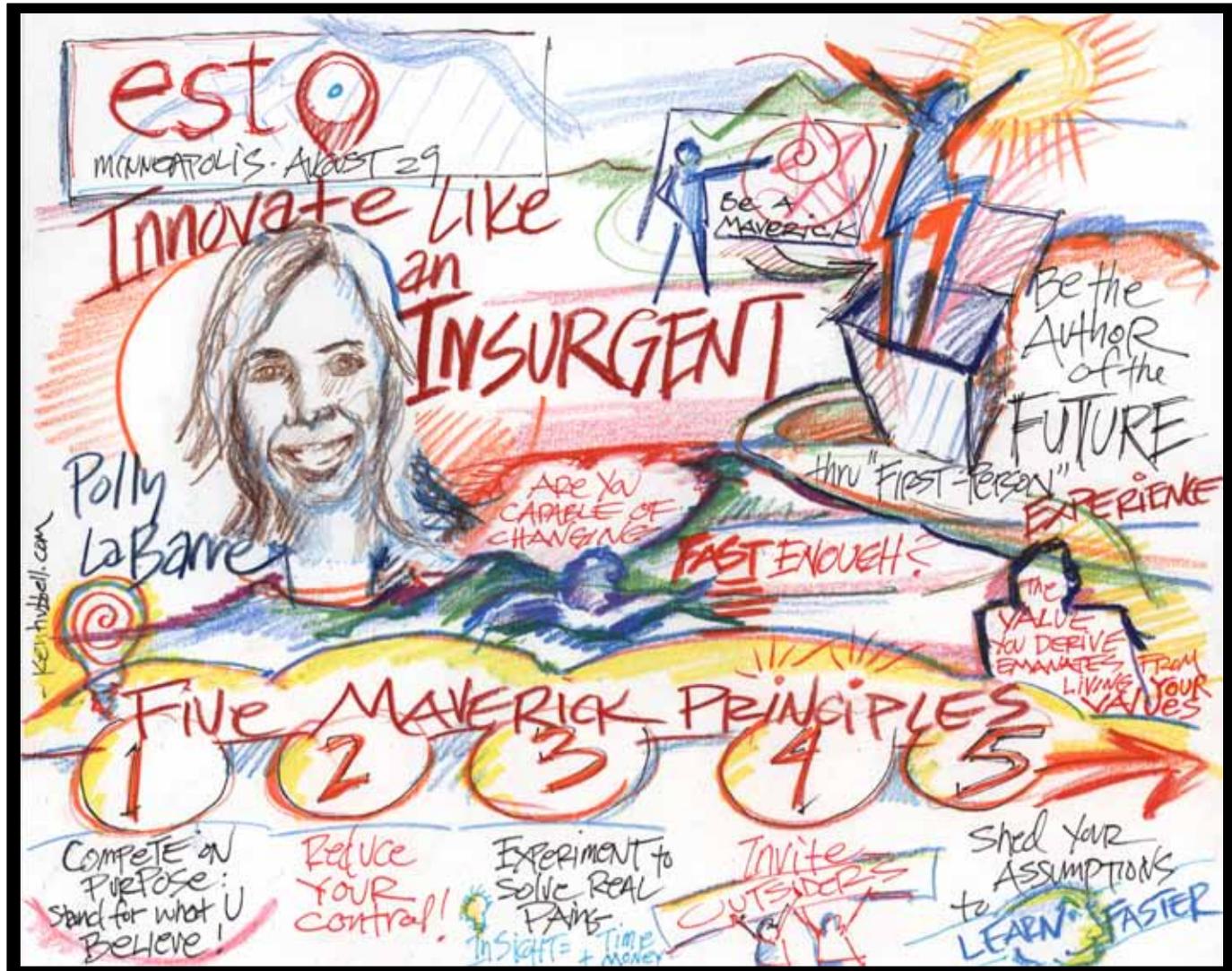
At the 2017 annual state and destination tourism conference in Minneapolis former *Fast Company* co-founder, Polly LaBarre, described the catalytic role disruptive insurgents and mavericks play in inventing new businesses and products. We produced a series of visual storyboards of the conference panels.

You can use LaBarre's principles to trigger strategic inquiry for your own firm or organization by asking:"

1. How can you turn your business or organization into a lab?
2. What does it take to be an innovative leader? What are the biggest barriers or opportunities as you think about this?
3. How do you cultivate or sustain a creativity mindset in your business?

# How to Innovate Like an Insurgent

Presenter  
Polly LaBarre  
Co-Founder, Fast Company



## *Exploring the Intersection of Alaska's Greatest Emerging Possibilities*

### *Leadership Reflections from a 2017 series of community conversations*

During the process of creating a new long-term strategy to expand a robust social and economic development renaissance, Gary Hubbell Consulting hosted a series of 8 roundtables with business and industry leaders. We produced a series of visual storyboards capturing the strategic agenda that emerged. In these examples, we used the set of illustrations to capture both the context and the critical issues.

You can use the graphics here as a strategic assessment tool for your own firm, starting with questions like these:

1. For Alaska, "North to the Future" became the message to help convey a new future: what is a powerful new message that you could use or are already finding effective to help customers and partners re-perceive your firm's value?
2. What is the fit between the greatest possibilities in your sector and your businesses' greatest capabilities? Do you have any core capacities that must be reframed to propel your firm forward faster?
3. For the University of Alaska, the offhand comment from one stakeholder, "I had no idea, they did that," catalyzed a serious inquiry into understanding more deeply how their core constituents were viewing the value being delivered. What is the "I had no idea" about your core business or products that your customers are quietly carrying around? How does this affect your success? How are you responding?



## *Putting People First, Matthew Lister* 2017 Amazeum Conference on Creativity in Public Spaces

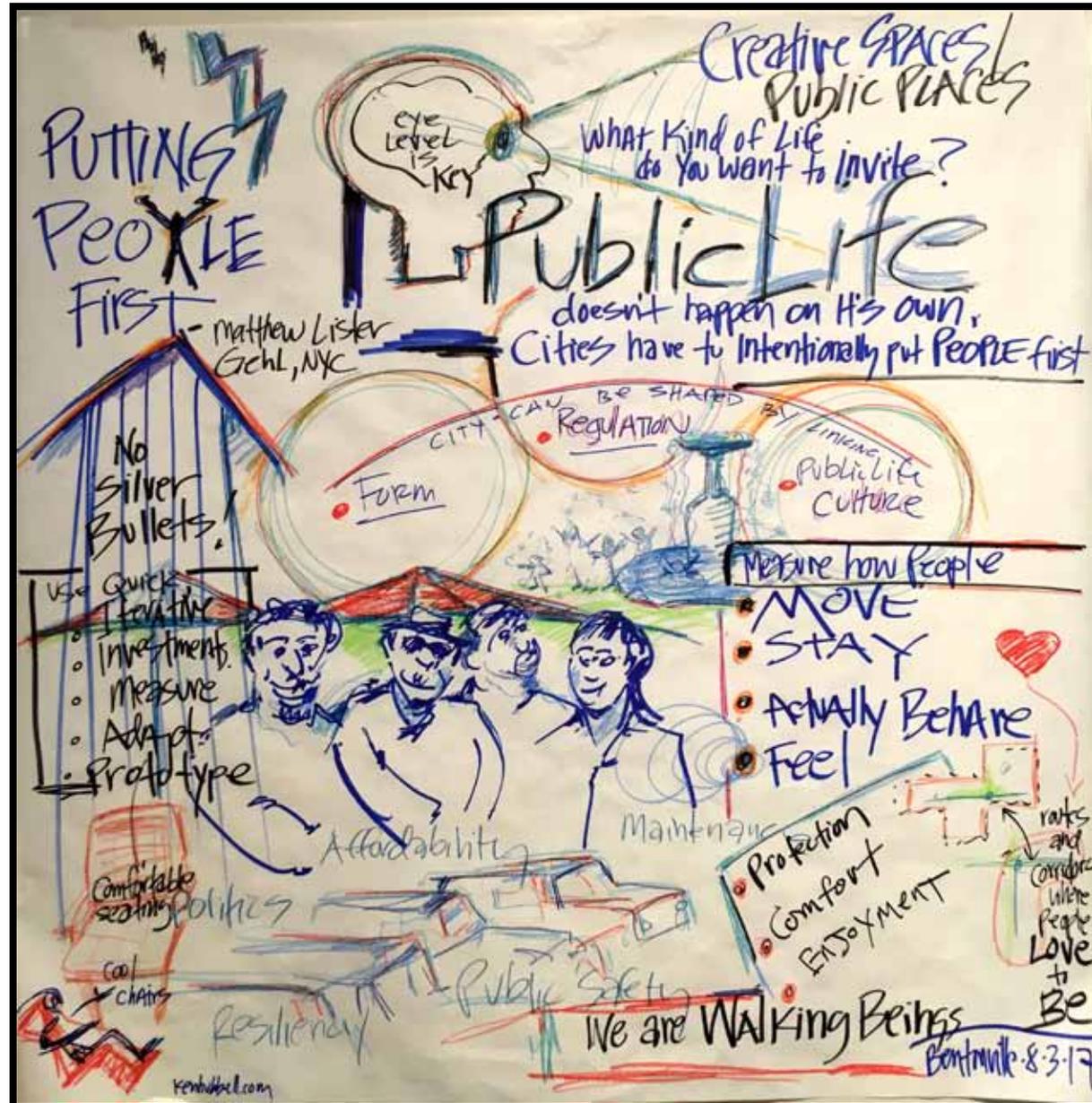
### *Leadership Reflections*

At a gathering of experience architects and designers from across the country that was held in Bentonville, Arkansas, we produced a series of visual storyboards to spur the innovative thinking of civic leaders. Many of the ideas presented by Matthew Lister, from the international design firm of Gehl, Inc, are useful tips for rethinking how well you are “putting people first” to innovate your own business.

1. How have you *intentionally* put people first at your business?
2. How effective are you at listening for how customers feel, behave?
3. What is especially distinctive about the public spaces of your community?
4. What do most people feel when they come there?

# Putting People First

Presenter  
Matthew Lister  
Director, Gehl Architects



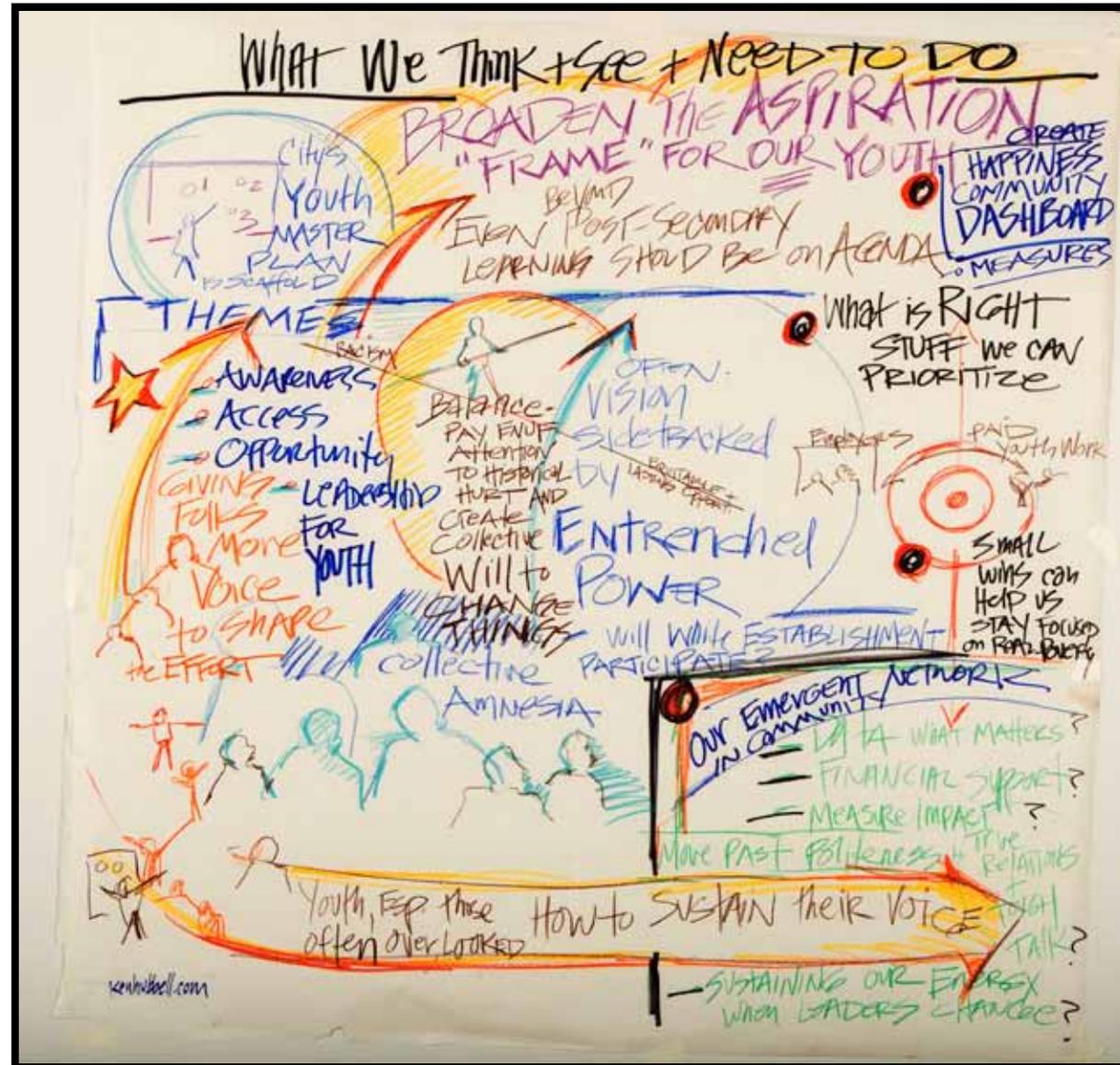
**Leaders who experienced the boost from ActionCraft workbooks say...**

“Just a note to thank you for working your magic again, transforming words in the air into compelling graphics that distill the essence of the presentations at our conference.”

--Dr. Mark Peterson, University of Arkansas Extension

# Enhancing Social and Economic Mobility for Young People in Little Rock

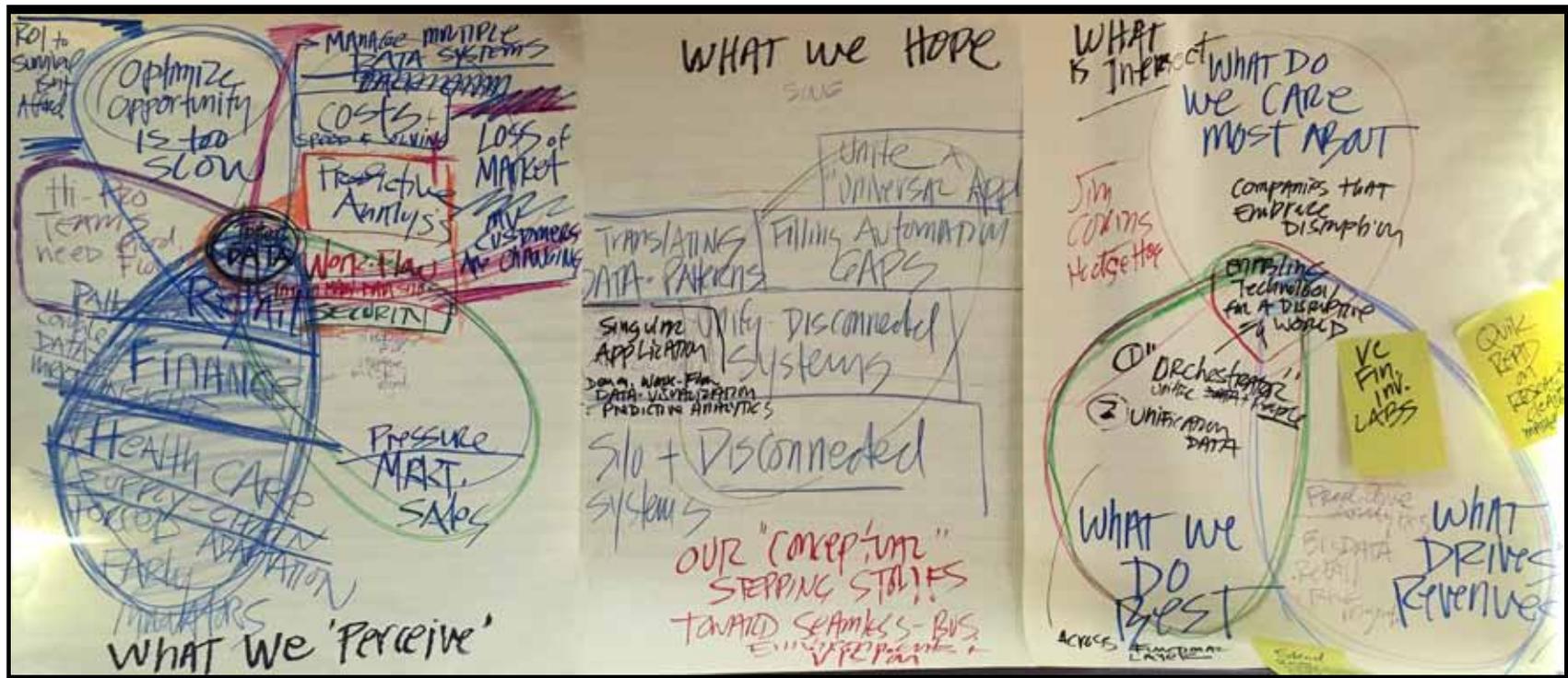
Highlights of retreat reflections at the Southern Network for Social and Economic Mobility





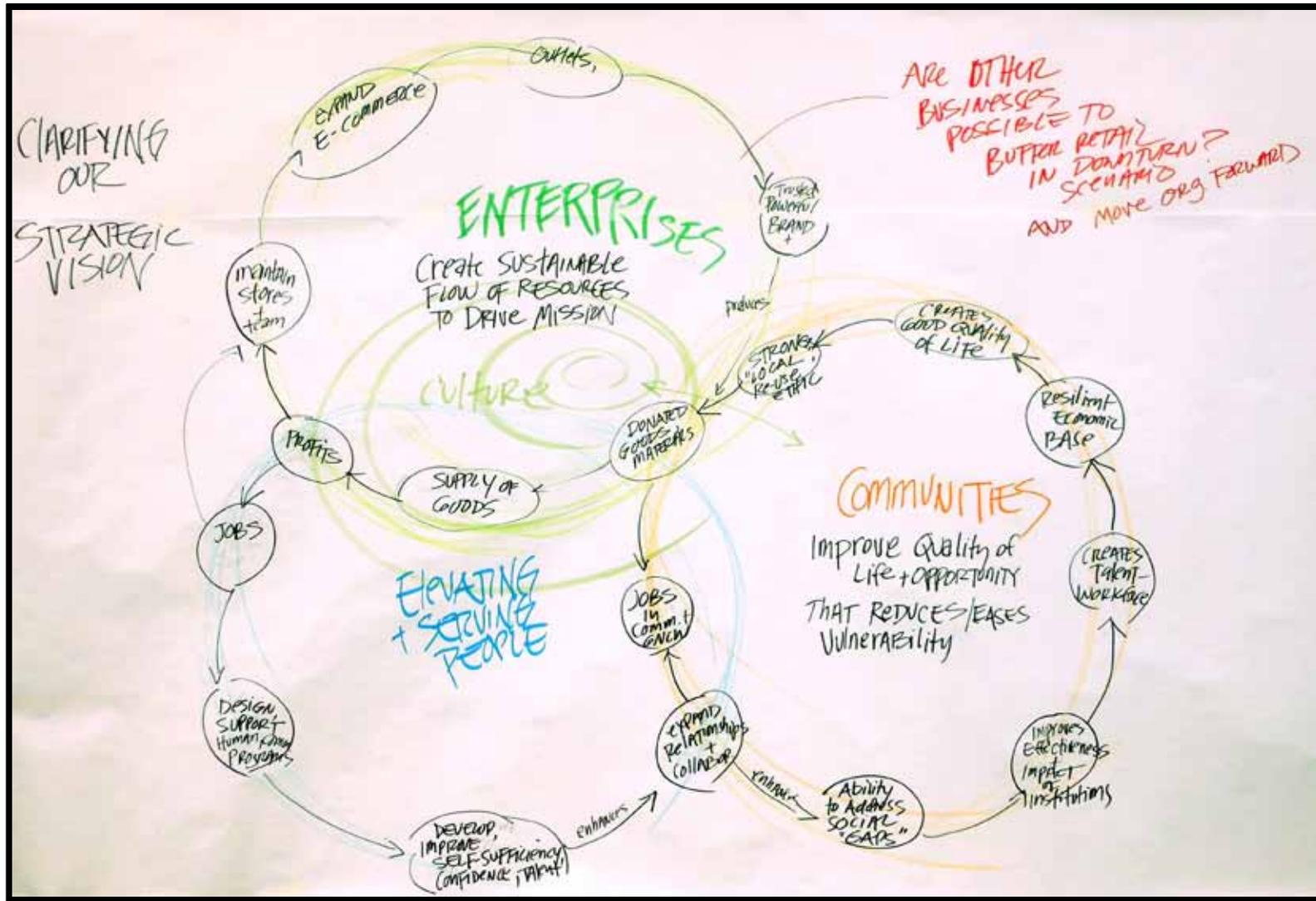
## Sharpening a Start-up Business Model

Strategic business model planning for AI workflow platform, Unityware, a new software company in Arkansas. Key strategic insights and illustrations were synthesized into business plans.



## Conceptualizing Corporate Strategic Vision

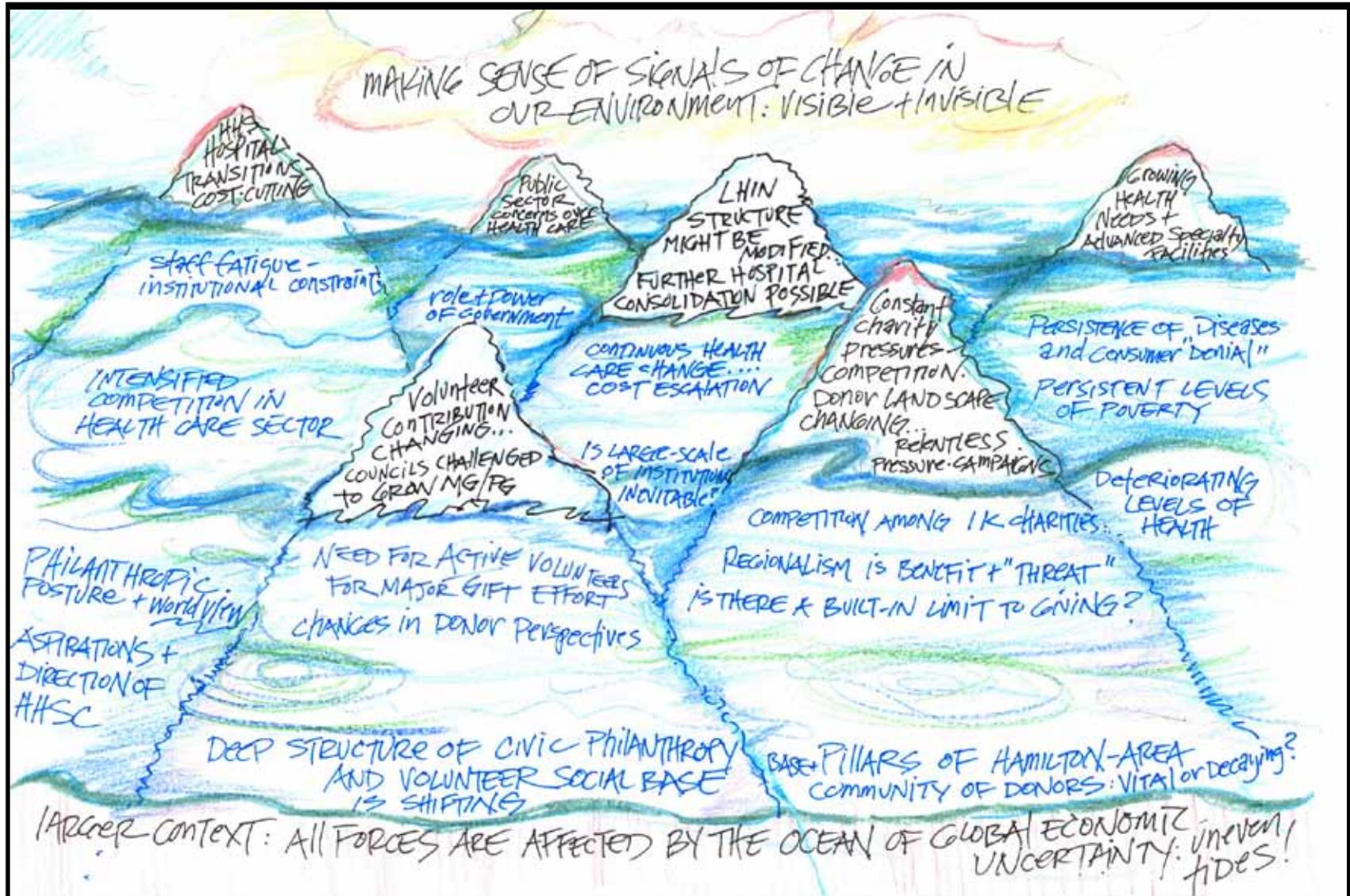
Strategic system map for Goodwill Industries, NC Wisconsin, a 40 year-old retail company and social enterprise in Wisconsin. Key strategic insights and illustrations were synthesized into business plans.



## Sharpening a Deep Understanding of Business Environment

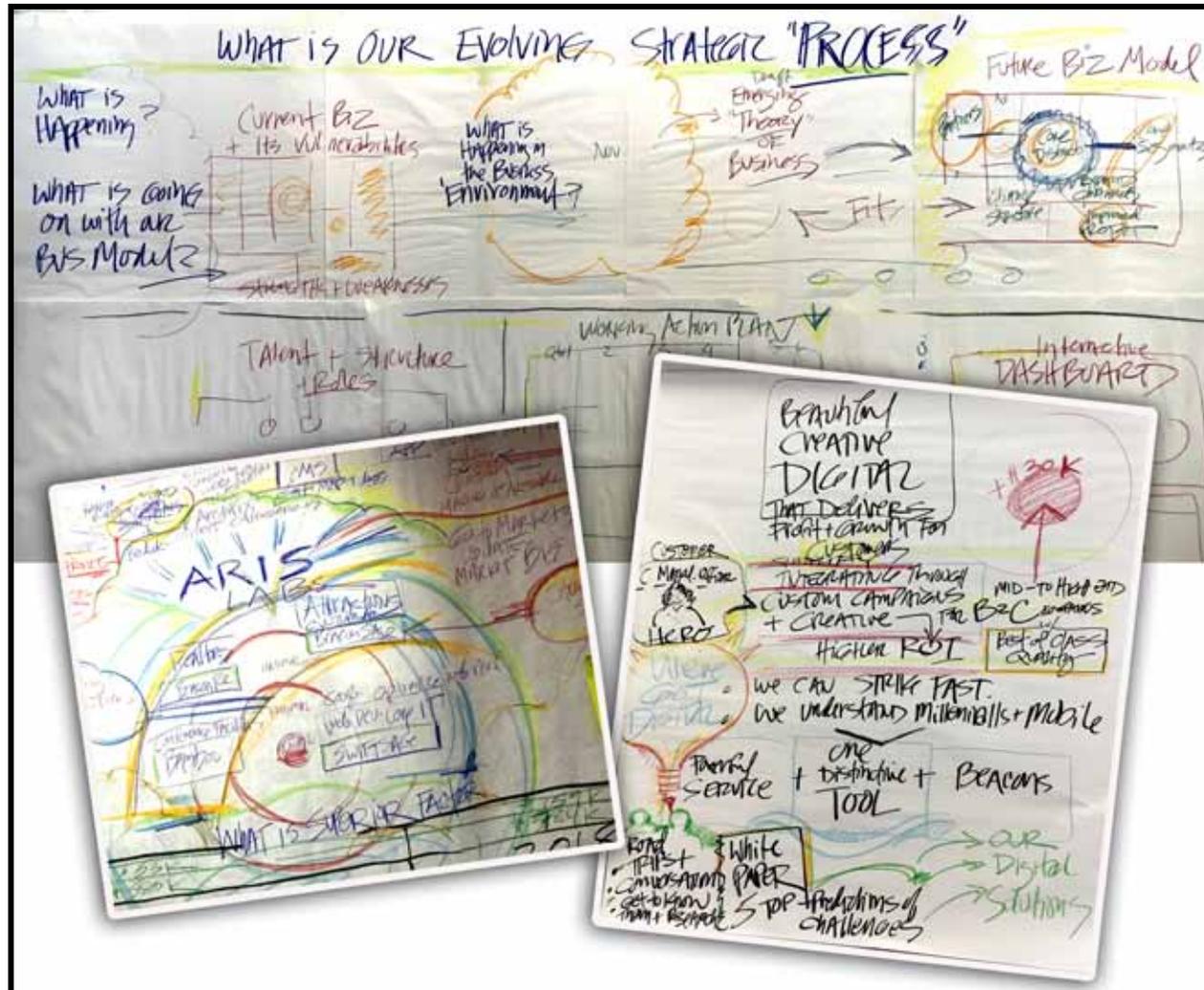
Trend research and scenario planning for Hamilton Health Sciences Center in Ontario, Canada.

Key strategic insights and illustrations were synthesized into business plans.



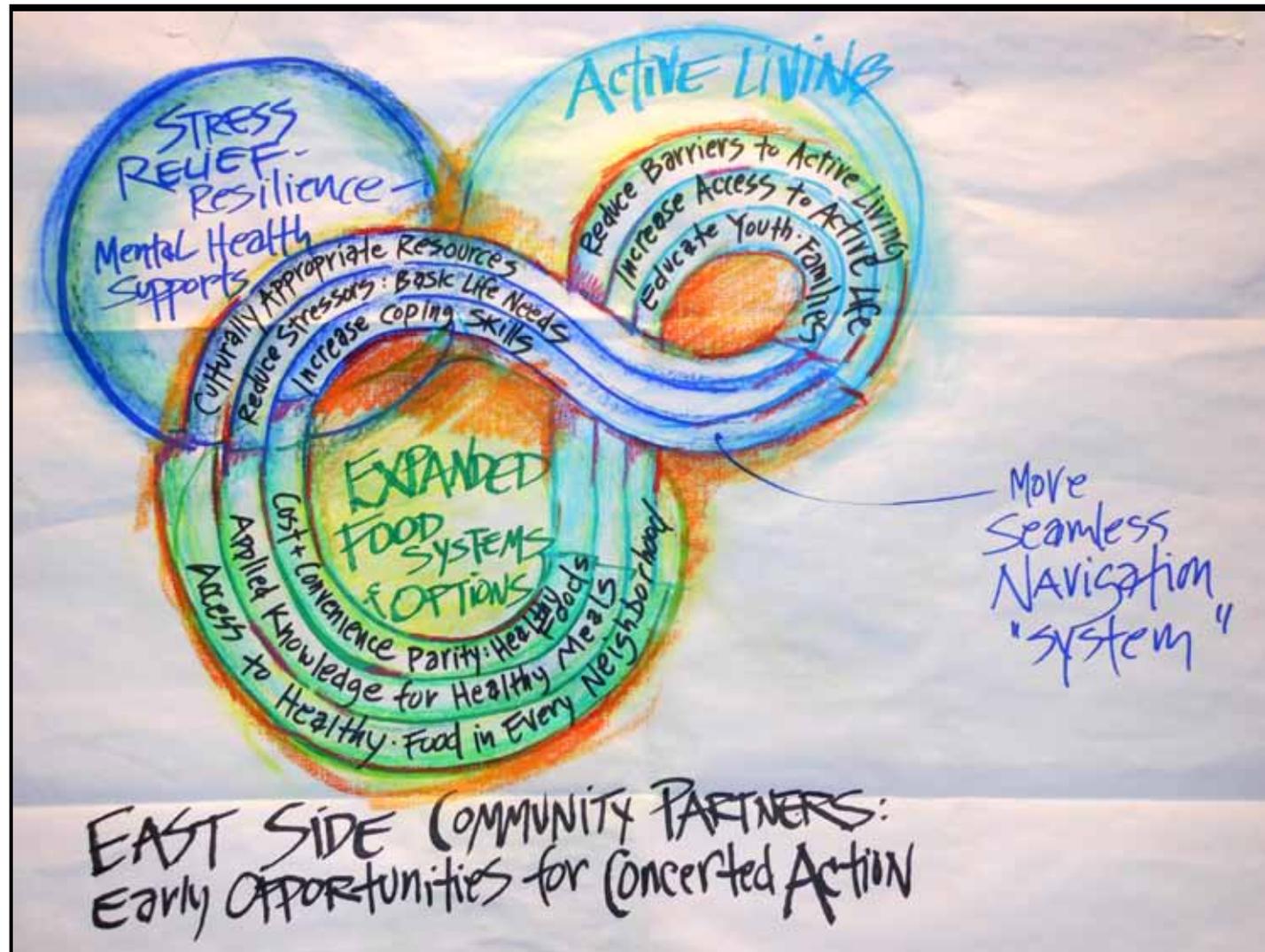
## Conceptualizing Corporate Strategy

Strategic business planning for Aristotle interactive. Key strategic insights and illustrations were synthesized into business plans and deployed.



## Sharpening a Set of Coherent Business Strategies

Partner collaboration and strategic planning for Health East Care System in St. Paul, MN.  
Key strategic insights and illustrations were synthesized into hospital and foundation strategic plans to increase population health outcomes.



## Summary Reflections from 2017 Ignite Health Conference

### Leadership Reflection

**In addition to capturing thematic presentations, we also produced synthetic summaries.** These incorporate the major issues and emerging strategic questions that surfaced during the conference. These simplifying pieces create clear action canvases.

The goal of this visual storytelling work is to help leaders assimilate and act upon the information we are exposed to at the conferences, so they can ignite action at home that helps your people be healthier and your companies sustainable.

For Ignite Health, we chose the journey metaphor to best express the leadership dilemma facing firms contending with escalating disruption. *The Hero's Journey*, Joseph Campbell describes a journey taken by an unlikely hero, often an unwilling candidate who has to leave her comfortable surroundings to experience unforeseen challenges and learn about the bigger world so she can bring home greater leadership that respects and yet transforms that home culture.

### Leaders who experienced the boost from ActionCraft workbooks say...

“We all had accolades of compliments for Ken Sunday afternoon in our closing remarks, but after studying his report, I am blown away. How does he compile a report with so much depth and insight with only 2 1/2 days of exposure. He was impressive during the session but after days away to put this working paper together. I know no one capable of doing that so well.”

--Sam Chaffin, COO, Unityware

Conference Thematic Visual Summaries: Ignite Health, 2017



## Samples from Business Summits:

### *Northwest Arkansas Technology Summit and Creative Public Spaces*

We produced a series of visual storyboards for the NWA Tech Summit. In the top picture, Ken Hubbell shares with JB Hunt's Gary Dowdy the visual storyboard from Gary's Tech Summit panel presentation, "Connected Devices-Connect World," on the big challenges facing technology leaders.

Below is Ken's real-time sketch from The Scott Family Amazeum's design workshop on Creative Public Spaces that was held in Bentonville, AR in 2017.

This *Sampler* is designed to show the range of our recent ActionCraft Company™ projects and the inspiring mix of ideas+images+action.



**Leaders who experienced the boost from ActionCraft workbooks say...**

*“I appreciate the colorful path you helped us create in our  
optimal health for our communities journey.”*

-- Kathryn Correia, Chief Administrative Officer at Fairview Health Services

# Maximize the Value of Your Event

When you get your company’s greatest minds together in one place, you need them to do more than listen. But faced with an overload of information, they need the clarity to ask the right questions and tackle gnarly problems.

## Graphic Facilitation and Sizzling Storytelling

By capturing the essence of a speaker’s ideas, we draw out the most powerful and lasting insights into compelling storyboards and action maps. Immediately after, we provide a succinct strategic analysis of the implications in the content.

We call this integration The Art of Change™.

## Strategic Leadership Workbooks, Videos & Podcasts

As some team members draw, other listen, writing out the key insights and questions that your audience needs to answer to solve challenges in their own region. Then, we compile it into a visual workbook, mini-animated videos and podcasts for leaders to take home and share the most critical ideas of the meetings.

## Collaborative Action Workshops

Through our guided collaboration workshops, we help your audience get out of “listening mode” to start wrestling with ideas and discover ways to help their organizations change.

