

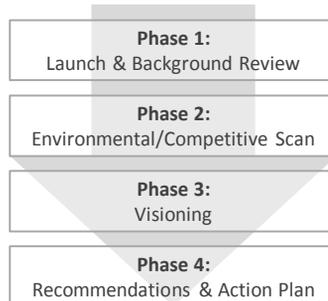
Imagine Inc. provides exceptional business consulting services to help our clients implement organizational change turning **IMAGINATION** into **ACTION**. We recognize that in the life cycle of all organizations, whether government, industry or not-for-profit, sometimes your underlying purpose/mandate becomes hazy or changes to your business environment require a shift in your strategic vision/priorities. reFocus™ provides strategic planning services to help organizations discover, or rediscover, their competitive advantage – or ‘sweet spot’. We’re convinced that building an effective ‘roadmap for change’ requires the following key steps:

- 🔍 **Uncover the Core.** Use a highly collaborative, investigative process to uncover your organization’s core reason for existing and its primary goals.
- 🔍 **Find the Sweet Spot.** Conduct an environmental scan, identify what makes your organization special – what do you do better than your competitors or others in the same industry/field? Develop a clear Purpose Statement (vision & mission) based on this ‘sweet spot’.
- 🔍 **Close the Gap.** Once you’re clear on who you are (core) and what you’re best at (sweet spot), develop a stretching (but doable) action-oriented strategic plan that is your ‘roadmap for change’. This plan must include quantifiable performance targets to track progress.

### reFocus™ Methodology:

At Imagine we do not believe in canned approaches to our projects because we know that every client is unique and requires a tailored approach. Our methodology provides collaboration that goes beyond discussions with the executive leadership team of an organization. It is our view that accurately discovering the purpose and ‘sweet spot’ of an organization requires several perspectives, including input from staff at all levels.

Our reFocus™ approach is highly customizable and can be adapted to suit your priorities, budget and timeframe.



### Results:

- ☑ Engaged team as a result of a highly collaborative and open visioning process.
- ☑ Clear Purpose Statement (vision & mission) that motivates and excites the organization.
- ☑ Strategic objectives that provide clear direction for real action.
- ☑ Strategic plan document that provides a stretching ‘roadmap for changes’ and associated performance targets.

Imagine provides professional consulting, advisory, and coaching services to help organizations and individuals turn **IMAGINATION** into **ACTION**. We have extensive experience providing a wide variety of services to small and large private and public sector organizations. Our consulting approach is a powerful blend of pragmatic creativity and proven methodologies - without the typical consulting attitude! In addition to leadership and team development services, we also provide:

- Customizable, innovative leadership development program (Taking a Leap™) that combines group training with one-on-one coaching to equip your team to become leaders who thrive in a changing environment.
- Organizational effectiveness services (Sharpen Your Edge™) that include organizational design, process review, program evaluation and performance management.
- Life coaching services (KickStart™) to help individuals reach their potential through effective goal setting and accountability.

For more information about this service or our other service lines, or to find out more about Imagine, please contact us ...

## reFocus

### Strategic Planning

#### INDUSTRY

Imagine provided exceptional skills to produce results that exceeded our expectations and drove a best practice framework for our operational processes.

**Growth & Strategy Executive, Avanade Canada**

#### GOVERNMENT

Imagine’s Final Report was excellent and the recommendations are clearly supported by a very thorough and collaborative fact-finding process. When staff reviewed this report, they knew as much as I did - and that’s how it should be, an open book.

**General Manager, City of Waterloo Community, Culture & Recreation Services Department**

Imagine put in a tremendous amount of effort into developing the strategic blueprint for our new business model including the inclusion of ‘centres for excellence’ that will break down current silos and provide significant opportunities for improvements, effectiveness and efficiencies for the Department both in the immediate and longer term.

**Manager, Business Services, City of Oshawa Community Services Department**

#### NOT-FOR-PROFIT

Imagine provided a clear set of recommendations and implementation strategies consistent with the Association’s long-term strategic direction.

**Executive Director, Association of Municipal Clerks and Treasurers of Ontario (AMCTO)**