

Understand, Measure, Improve – Introduction to the Imagine Method



The Challenge

Organisations exist to bring together a mix of skills to tackle challenges that have a value. The necessary skills predominantly come in the form of people and their backgrounds. These people may be permanent employees or more transient contractual relationships. Although the focus of the organisation will be on the value add that it brings to a market the interaction of the people plays a key role in how effectively this is achieved. These soft and informal issues are often overlooked in striving for the business outcomes. Yet they can have a major impact on the ability of the organisation to deliver.

Imagine, with a legacy stretching back to 1999, is a method designed to help organisations to get to know themselves better, diagnose issues and tasks to be accomplished, develop agreed measures to assess impacts of these issues and tasks and map out progress for change. Imagine is participatory and inclusive, does not focus on conflict or anxiety but allows exploration of such factors at all levels. Producing insightful diagrams on the way, problem identification, structuring and pathway to solution are all positive and exciting opportunities to learn.

Our Approach

At the BI we seek to learn with you, to start where you are. Our approach to Imagine is called Action Research. We will work with you in full confidentiality, we will help you to explore, learn and guide you to own the outcomes of your analysis. Instead of a one-size-fits-all approach we tackle real problems with you applying the tools to your challenges. In this way we can provide a legacy of new ways of approaching problems that become part of your repertoire. Effectively transplanting the new abilities into your organisation in a way that make sense for your needs.

The Imagine Workshop

Imagine has been developed by the BI to assist organisations and communities of all kinds to improve their long-term sustainability. It provides a rapid means to:

- Gain a clear understanding of the context in which the organisation or community finds itself and the challenges it faces
- Identify the main indicators which can be used to measure progress made in facing these challenges
- Assess the overall message of these indicators ... assess the current sustainability of the organisation or community
- Whilst taking into account the current challenges, make scenarios of possible undesirable and desirable futures
- Assess progress made in either achieving or remaining clear of these futures in the light of current challenges.

Imagine requires the organisation to invest in no additional capital assets such as software or personnel. It is a facilitated workshop process in which a series of tools are applied to enable local decision makers to map their own context and model sustainable futures.

In a one day Imagine event, stakeholders from within the organisation or community come together with a facilitator to engage in the process.



Simon Bell
CEO –
THE BAYSWATER
INSTITUTE

Professor Simon Bell has more than thirty years' experience in exploring the signature of groups. He has worked in over 40 countries and with over 100 organisations ranging from the United Nations and the European Union to small UK based charities. He is currently Chief Executive Officer of the Bayswater Institute in London. Much of Simon's current work relates to the identification and alleviation of fear in organisational settings. .

Outcomes of the Workshop

Imagine is full of interesting outcomes:

- A 'rich picture' (see Figure 1) of the current situation
- Identification of the main challenges ... the tasks and issues
- Preliminary development of real and simulated indicators of the present and recent past
- A Constellation or AMOEBA diagram (see Figure 2) of the present and recent past
- Scenario Rich Pictures of the potential future
- Constellation or AMOEBA diagrams of these scenarios

Most importantly, a shared view of: "what should we do next and how do we do it?"

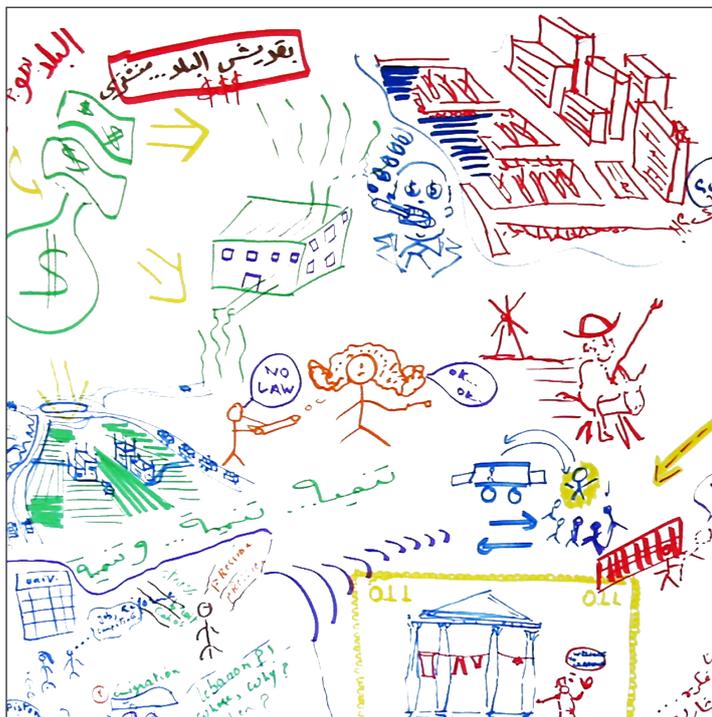


Figure 1. An example of a rich picture

Further information

For Further Information Please Visit: The Bayswater Institute at: <https://www.bayswaterinst.org/>

For further information about the BECM and Double Task methods:

<https://www.bayswaterinst.org/publications/>

For more information about Simon see:

<https://www.bayswaterinst.org/professor-simon-bell/>

Cost of the Workshop

The workshop costs £1000 + VAT plus travel expenses. Up to eight people can be accommodated in one workshop.

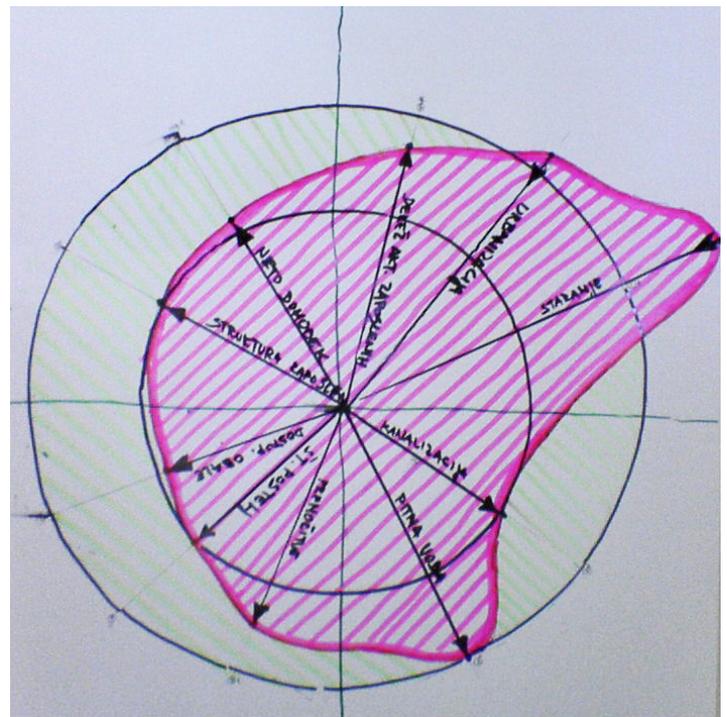


Figure 2. An example of an AMOEBA diagram