



**ClieNFarms**  
Climate Neutral Farms

## ClieNFarms Scaling Toolbox

# The Visual Story

### Ideation and Strategy

This is a visioning method which encourages you to suspend disbelief and imagine the future which is utterly brilliant made so by your work. The tool perhaps seems quite gimmicky but what it does is challenge you to describe with words and pictures the successful future outcome of your project and the process to reach it. An enjoyable way to engage the mind.

The visual Story is a tool from the from [The Visual Toolbox for Systems Innovation](#).

### Purpose

The Visual story is a visual tool that helps you to imagine and describe the ideal future that would happen because of succeeding in your project. This tool is built on the Cover Story, developed by the visual meetings company The Grove (Macanuso et al. 2010). The objective of the tool is to suspend all disbelief and envision a future state that is so stellar that it landed the project/group challenge on the cover of the media. To do that, this activity challenges you to describe, with words and pictures, the successful future outcome, and the process to reach it.

### **Expected outcomes of applying the tool**

A visual story of the future you can imagine.

Preparation: What needs to be in place for the tool to work properly (ingredients list)

The tool requires an idea about the new future you would like to achieve as a consequence of your project succeed.

### **Step-by-step guide to using the tool (Recipe)**

You can find a detailed guide to using the tool on pages 118-125 in the Visual Toolbox for System Innovation which can be accessed here: [Visual Toolbox for System Innovation - Observatory of Public Sector Innovation \(oecd-opsi.org\)](https://www.oecd-opsi.org/en/publications/visual-toolbox-for-system-innovation-observatory-of-public-sector-innovation/)

### **Suggested follow up steps**

A natural next step would be to build the pathway from the present time to that future.

Links and references

The steps and templates related to the tool are described on pages 118-125 in the Visual Toolbox for System Innovation which can be accessed here: [Visual Toolbox for System Innovation - Observatory of Public Sector Innovation \(oecd-opsi.org\)](https://www.oecd-opsi.org/en/publications/visual-toolbox-for-system-innovation-observatory-of-public-sector-innovation/)