

AKRēTIV InsightMap™ Programs

Bridge the Organizational Divide

InsightMap™ Programs Created by **AKRēTIV** | Experiential Learning to Activate Human Potential

Transform Your Organization with InsightMaps™ Programs

AKRēTIV's InsightMaps™ programs are custom-designed, immersive visual tools that bring your organization's strategies, processes, and goals to life through interactive dialogues, compelling storytelling, and powerful visual metaphors. Tailored to address the critical gap between senior leaders and line-level employees—often described as an organizational "canyon"—InsightMaps spark clarity, alignment, and commitment across all levels. Senior leaders see the big-picture vision but often lack hands-on control, while frontline employees manage daily tasks but struggle to connect their work to broader organizational goals. InsightMaps bridge this divide, fostering shared understanding and driving transformative outcomes.

Key Value for Your Organization

InsightMap programs empower organizations by aligning teams, clarifying strategies, and accelerating impact:

- **Drive Employee Engagement:** Foster emotional connections through interactive, consistent experiences that unite teams around shared goals. By clarifying the "why" behind initiatives, InsightMaps reduce disengagement and build a sense of purpose and belonging.
- **Elevate Professional Development:** Create a clearer view and understanding of the organization's most important strategies and build business acumen. Employees gain clarity on their role in personal and organizational success, boosting skill acquisition and performance.
- **Strengthen Leadership Excellence:** Equip leaders with dynamic tools to communicate vision effectively, inspiring buy-in and driving sustained change across the organization.

Proven Impact: Organizations using visual mapping tools report up to 70% greater alignment, higher retention, and faster strategy adoption, enabling teams to move from insight to action.

How InsightMap™ Programs Work: A Simple, Scalable Process

1. **Discover:** We collaborate to identify your unique challenges, including any disconnects between leadership vision and frontline execution.
2. **Design:** Craft custom InsightMap programs with your content, using vivid metaphors to illustrate gaps and solutions, tailored to your organization's goals.
3. **Deploy:** Facilitate engaging and consistent sessions (virtual or in-person) for all employees to spark "aha!" moments.
4. **Sustain:** Provide analytics and follow-up tools to embed lasting change and track progress.

InsightMap programs enhance traditional training, delivering transformative experiences.

Why Choose AKRēTIV InsightMap™ Programs?

- **Customized for Your Needs:** Tailored to your organization's unique challenges and goals.
 - **Engaging and Memorable:** Combines critical conversations and visuals for lasting impact.
 - **Scalable Across Teams:** Suitable for organizations of all sizes.
 - **Measurable Results:** Data-driven insights ensure alignment and accountability.
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Ready to Bridge the Canyon?

Contact us today to explore how AKRēTIV's InsightMaps™ programs can transform your organization.

Email: pgorman@akretiv.ai | **Phone:** 419-787-6221 | **Visit:** www.akretiv.ai

Common InsightMap™ Topics

- Big Picture of Our **Industry** Map
- **Financial** Literacy/How We Make Money Map
- Our Core Business **Process** Map
- Our **Customer** Needs & Satisfaction Map
- Our **Strategy** Map
- ...and Other Maps

Key Elements of the InsightMap™ Tools

- **Map Visual:** approximately a 3' x 5' Map visual that a small group of 6-10 participants gathers around and analyzes throughout the session.
- **Discussion Questions and Facilitator Guide:** The Discussion Questions and Facilitator Guide tee up all activities and conversations and ask the group and individuals to form conclusions. Used in a specific way, the questions and guide ensure a reasonably consistent outcome from the session regardless of who participates.
- **Activity Cards:** Cards with data, facts, scenarios, and questions that bring a game-like component to the session and serve to engage participants to think about key concepts.
- **Small Group:** Map sessions are typically run in small groups of 6-10 participants. Small enough that everyone can engage and participate, and big enough that a variety of ideas and perspectives can be brought to the sessions.
- **Participant Take Home Tool or Workbook:** Personal action plan templates for notes and commitments.

Session Timing and Format

- **Duration:** Typically, each InsightMap is designed to be around 90-120 minutes (flexible; can be virtual via tools like Zoom with shared screens or in-person).
- **Group Size:** 6-10 participants per Map/session for collaborative dialogue.

- **Facilitation Style:** Neutral guide (not lecturer); use probing questions to encourage peer-led insights.

