



“THE REAL ACT OF  
DISCOVERY CONSISTS NOT  
IN FINDING NEW LANDS, BUT  
IN SEEING WITH NEW EYES”

Proust

## IMAGINE THIS...

...people gather to progress an issue and, rather than engage in a circular and frustrating discussion, they build a shared model which helps to drive the discussion towards better decision-making.

No matter how complex, any challenge we face can be better understood and addressed through play.

The problem is that most people will often consider themselves to be too ‘adult’ and are reluctant to join in.

By tapping into everyone’s love of play, being in the experience rather than simply observing it, significant insights and even breakthroughs can occur.

### High impact workshops and conferences

Successful workshops and conferences lead to action. To achieve action, these three outcomes must be achieved.

- a focus on the context
- clarity of the real problems to be solved and the opportunities worth seizing
- have everyone aligned as a complete team

A team which has all of these is on their way to success. A team which does not is on the way to failure.

3D Mapping™ is a highly effective workshop and conference tool designed to achieve these outcomes.

**“IF YOU AREN'T PREPARED TO PLAY WITH A PROBLEM, YOU ARE UNLIKELY TO SOLVE IT”**

- Anon

## WHAT HAPPENS?

In a 3D Mapping™ session, teams create a life-size representation of your organisation's world - where you are, where you are heading and the challenges you face.

Using materials to signify a specific context, metaphors such as tribes, rivers, mountains, forests & walls begin to emerge, each representing very real factors you will engage with in a very different way.

Creating these 3D maps gives a new perspective, enabling you to see where you are and where you are going with new clarity.

Those who start out confused shouldn't worry...there is no right or wrong in 3D Mapping™.

## WHY 3D MAPPING™?

Many effective mapping techniques exist. They are good at dealing with detail and with the rational world. 3D Mapping™ is different.

From the participant's perspective, 3D Mapping™ runs the risk of not only being productive, but also of being enjoyable!

We hope you will enjoy...

It forces focus on the big picture. If people agree the big picture, then the detail follows easily. Engaging at an emotional level, it achieves an unusual level of honesty, energy, discussion and consensus among participants.

The key benefits are:

- simple, absorbing, inclusive and leveling
- rapidly broadens & deepens thinking
- opens awareness of diverse perceptions
- new insights and common understanding within teams

3D Mapping™ is recommended for:

- situations that have resisted other 'solutions'
- quickly generating common understanding
- visualising complexity
- generating breakthroughs



## Where to use 3D Mapping™

By the end of a 3D Mapping™ workshop, the team will have been aligned, mobilised and focussed.

3D Mapping™ can typically be used for:

- team development
- strategic redirection
- reorganisation
- major change and project renewal
- customer realignment
- merger integration

3D Mapping™ has been designed using emergent thinking in areas such as Kinaesthetic Modelling, Territory Mapping, Constellations, Creative Play and Theatre Improvisation.

It places the team at the heart of the experience, not simply from an observer's position.

In this way, a deeper understanding can be gained faster and will be retained longer. After all, most people remember models, pictures and stories better than emails and memos.

3D Mapping™ may also be used for leadership development and conferences, working with groups of six to six hundred over periods of half a day to a month.

If you would like to know how 3D Mapping™ can benefit your organisation, please contact us today at:

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