



Spring Street Exchange Presents:
Strategic Visioning Paloozas

Frequently Asked Questions

<p>1 What is strategic visioning?</p>	<p>Strategic visioning is an immersive process, carried out in a workshop format. Sessions are designed to engage leaders in exploring potential future scenarios in healthcare. We use this approach to push thinking further, and to help leaders consider what impacts various changes in the market and environment could have on the industry as well as their own business.</p>
<p>2 Why attend a Visioning Palooza?</p>	<p>Many healthcare leaders spend most of their time focusing on critical and short-term business needs, all while there are rapid changes in the market happening around them. Stepping out of this day-to-day environment creates an opportunity to engage with a diverse group of peers to tackle challenges and opportunities on the horizon. The sessions are short and impactful, bringing a wealth of energy and practical outcomes.</p>
<p>3 Why do you call it a Palooza?</p>	<p>Our visioning events are collaborative, invigorating, thought-provoking, and experiential. It's important that the event name, as well as our methodology, demonstrate our differentiation from traditional conferences or professional roundtables.</p>
<p>4 Who attends a Visioning Palooza?</p>	<p>We put some thought into balancing attendees from a range of disciplines and sectors of the healthcare industry. This includes mostly C-Suite executives, but also leaders from different levels and roles. We typically include a mix of Palooza alumni and new participants to ensure both experience with this methodology and the benefit of fresh ideas and perspectives.</p>

Strategic Visioning Palooza Frequently Asked Questions, continued

<p>5 If I request a spot will I be able to attend?</p>	<p>Hopefully, yes! However, to ensure we gather a mix of perspectives from across the industry, we do not fill up the slots on a first-come, first-served basis. Once you express interest in participating, we will either send you a registration link right away or put you on a waiting list for a spot in your area of expertise. When we offer you a seat, you will have two weeks to decide before that seat is released to another visionary leader.</p>
<p>6 Why does it cost money to attend a Visioning Palooza?</p>	<p>Our workshop format requires more analysis and preparation, but includes a lower number of participants over whom to spread the costs. We have a high return rate from Palooza alumni. Participants leave with frameworks, resources, and perspectives that they value well in excess of their fees.</p>
<p>7 What kind of preparation is needed?</p>	<p>We send you materials just before the event so you can see who will be your cohort of peers, and to allow you to gather initial insights and perspectives. No additional preparation is needed.</p>
<p>8 What is the format for a Visioning Palooza?</p>	<p>Each visioning exercise includes a great deal of preparation and structure to create a rich experience with meaningful outcomes. Every session is customized, but includes a few common steps:</p> <ul style="list-style-type: none"> A. Providing perspective to the question being explored – the Why and the How B. Review of a data pack that grounds the session in facts and figures C. Group construction of 1-4 scenarios, depending upon the topic and group configuration D. Review of implications of the scenario(s) for various stakeholders E. Development of a list of action steps that can be taken immediately in anticipation or reaction to the scenario(s) outcome(s)
<p>9 How is a Visioning Palooza different from a typical conference or professional event?</p>	<p>Our workshops are small and interactive. Instead of the expert/learner format of most conferences, our events leverage the expertise of participants to understand where change can take us, and what we can do about it. This process leaves participants energized, informed, connected to each other, and action-oriented.</p>

Strategic Visioning Palooza Frequently Asked Questions, continued

<p>10 What outcomes will I leave with?</p>	<p>Participants leave with:</p> <ul style="list-style-type: none"> • A set of action items that can be used to prepare for the scenario discussed during the event • A data pack that can be used as a reference when considering scenarios in the context of your own organization • A framework that can be used for running the scenario(s) at your own organization • Perspective and insight that can make your own organization's strategic and operational planning more effective • New and expanded relationships with colleagues from other parts of the industry
<p>11 Can you help us with strategic visioning within our own company?</p>	<p>Yes! We can lead your board, executive team, or strategic planning group through one of our prepared scenarios or one that is customized for your organization's unique needs. This can be done as a standalone event or on a bi-annual basis as part of your ongoing trends analysis and strategic planning.</p>
<p>12 How do I become a Contributing Partner?</p>	<p>We believe that vendors and leaders supporting the industry are often on the cutting edge of data and trends. These vendors can become Contributing Partners and can participate in the development of the data pack and/or in constructing and leading parts of the event. Paloozas have one to two Contributing Partners. If you are interested in participating in this way, contact Steph Passino at steph@springstreet.exchange.</p>