The study consists of interviews and observations with the innovation consultant, and interviews with employees of a former client.

Theoretical Framework as base for the study

**THE KEY THEORY**

1. Corporate culture and leadership are crucial factors for successful strategy implementation. These can be addressed by linking personal values (leaders) to the vision.

2. Routines need to change for successful strategy implementation. This can be done by mapping out the routine and reflecting on it.

3. The vision should be shared in a storytelling manner in order for employees to understand and be engaged with the vision.

4. Design skills (storytelling, visualization, materialization) can help with these theories.

**THE KEY FINDINGS**

1. P2S (innovation consultancies) should focus more (explicitly) on strategy implementation during the process, by addressing routine change and incorporating reflection.

2. The most valuable part of the strategy process for employees is the journey (creating a new mindset), not the outcome. Personal attention and appreciation is needed to collectively reach a new mindset.

3. Employees aren’t consciously aware of their values. They need help in making the values explicit.

4. The P2S team (innovation consultancies) can’t properly reach the goal of employee engagement, without first changing their own routine.

The Visual Storytelling Toolkit is divided in five steps to be executed in a workshop with the ‘content team’ leaders, facilitated by P2S.