60–90% of strategies are not successful. Here are a few reasons why:

- Strategy without execution is meaningless.
- Strategy execution without engagement is impossible.

- 60% of executives do not believe their company’s strategy will lead to success
- 39% of employees feel their managers don’t know how to contribute to the company
- 40% of employees don’t understand the company’s vision

Disconnects happen in organizations every day.

Leaders aren’t aligned on company strategy and priorities.
People can’t visualize ideal strategic outcomes.
Managers aren’t set up for success and don’t understand their role.
Individual contributors can’t connect their roles to the strategy.

Combine the following for proven engagement and strategy success:

**Storytelling**  
Say it with words and you’re lucky if they hear it or bother to read it. Tell your story with imagery, and it grabs your attention, evokes emotion, and is more instantly processed.

Lambert and Carpenter (2005) report 70% of what we learn is consumed through storytelling.

Storytelling is essential for innovation.
Allan Fels, economist

**Visualization**
People learn about 11% audibly and 83% visually, and memory improves with imagery.
Kirrane (1992)

**Group Dialogue**
Learning is enhanced when the learner is engaged in discussion with others.
Kaplan and Bracey

**Metaphors**
Using metaphors for learning increases recall of information both instantly and after substantially delayed intervals.
Allison (1996); Halpern (1990)

Combining group discussion, metaphors, visualization, and storytelling can be a game-changer for leaders and organizations.

**Strategic Learning Map®** visuals bring together all of the key elements for success — visualization, metaphors, group discussion, and storytelling. They are proven to create meaningful change for both businesses and nonprofit organizations.

Metaphor, visualization, and discussion have helped leading brands the world over engage their people in creative, memorable ways to make a real impact. By combining these methods, strategies can be executed with great success.

Want to learn more about how people learn and the power of visualization, metaphors, and storytelling?

A clinical study by Blue Cross Blue Shield of Minnesota found that using this approach successfully changed behaviors in patients with diabetes to improve their health.

Hundreds of Fortune 2000 companies have seen employees significantly increase their knowledge of strategies and financial acumen, improve processes, and meaningfully grow engagement levels.

Check out this white paper.