Visioneering within the EDGE® Innovation Network

Visioneering is a collaborative process focused on understanding or further defining user needs or concepts of operations from which potential EDGE® project development can be identified. Results are used by both government and EDGE® Innovation Network members to rapidly develop, evaluate and field the best possible technological solutions for the need or requirement.

▶ Why is it needed?

Clear communication and problem identification are critical to transcending cultures and perspectives within an organization. Clear needs result in reduced time, resources, and money in designing and developing what the end user really wants. Even in the emerging agile acquisition environment, formal needs aren't written fast enough to keep up with user demand or need in the field.

Visioneering provides an open and collaborative process that allows both the government and EDGE® members to better understand a true user need or requirement. Visioneering opens options to EDGE® members so they can compare and contrast their technology and service portfolios with the identified needs and rapidly visualize a potential solution.

> **Henry Ford once said,** *"If I gave the customer what he asked for I'd have given him a faster horse."*

▶ How is Visioneering executed?

The Visioneering process is simple and adaptable and can be conducted virtually or in person. Each session includes three primary participants:

- **Small Groups** – EDGE® members with applicable skills or technologies are invited to help refine or further define the needs.
- **Motivated Stakeholders** – defined as technical experts and, ideally, end users who clearly understand the problem. EDGE® member participants provide domain experts as well as system architects who truly understand the potential and capabilities of current technologies.
- **Facilitator** – keeps the team focused on the need(s). Documentation is provided to highlight follow-on actions as necessary.

▶ Types of Visioneering Sessions:

There are three types of Visioneering sessions:

- **Standard Plus Visioneering Session** - the most resource intensive of the sessions, Standard Plus Visioneering Sessions are typically conducted face-to-face in specialized facilities geared to support the collaboration and capture process. The time investment ranges from four to eight hours depending on the complexity of the need. The facilitator will adapt the session to the audience and user objectives.
- **Standard Visioneering Session** – this replicates the same process as the Standard Plus Visioneering session facilitated by the EDGE Enterprise staff augmented by select engineers and experts. This effort can be conducted in person or virtually.
- **Mini – Visioneering Session** – Mini sessions provide an advanced understanding of one or more EDGE® member capabilities and/or government needs. These sessions can be done in person or virtually and typically last for one hour. Mini-Visioneering sessions are stand-alone collaboration; however, they often result in shaping a follow on Standard or Standard Plus Visioneering Session.

EDGE® Visioneering is an adaptable process, based on available resources and degree of complexity required, to facilitate communication and understanding of participants' needs and capabilities. It helps avoid the "faster horse" syndrome that the normal "paperwork" communication processes now usually produce. Finally, it exposes more opportunities for EDGE® members than they would normally consider.