

# Working Together

An Overview of Workshops Offered  
by Steven Morris of Matter Consulting

Steven Morris  
Matter Consulting



**“There is  
nothing more  
powerful  
than a united  
group of souls  
ignited on  
a common  
cause with  
love at the  
core.”**

If you've been wondering how we might work together, here are few ways I can partner with your team to help cultivate deeper synergy, curiosity and cross-functional alignment.

Questions?

You can reach Steven Morris at:

[steven@matterco.co](mailto:steven@matterco.co) / [MatterCo.co](https://MatterCo.co)

619.234.1211

# WORKING TOGETHER

In our fast-changing world, integrating your business strategy, brand, and culture is key to lasting success.

In addition to the comprehensive brand and culture evolution programs I provide, I've created a series of workshops to address specific needs in your business.

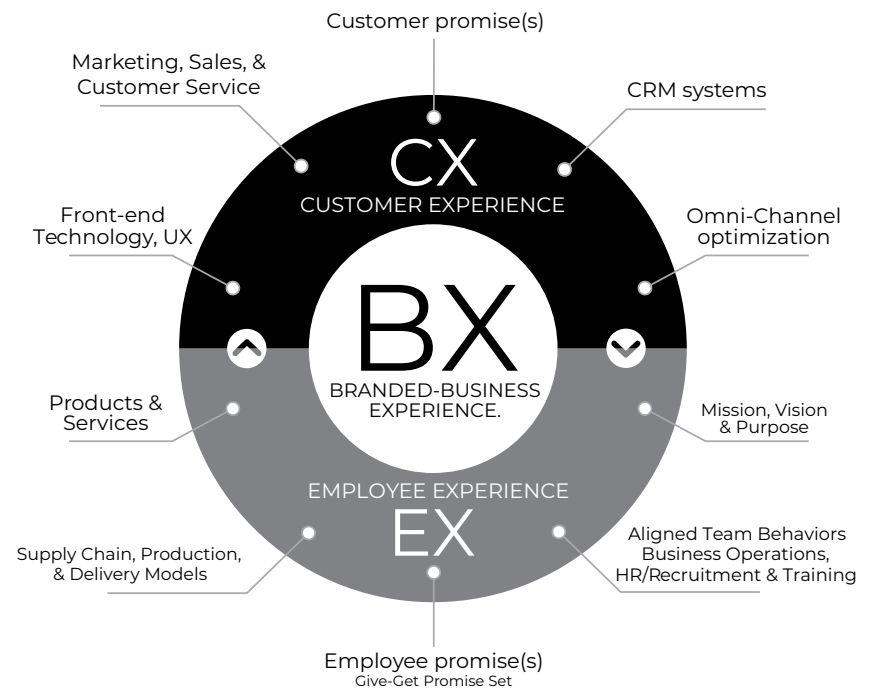
These aren't your average meetings; they're where strategy meets curiosity and humanity, sparking new ideas and ways of working together.

I'm here to help you turn "what if" into "what's next," creating a future where your team's unique brilliance shines bright.



## CUSTOMERS

CX = The alignment and optimization of all customer touch points that delivers a promise to customers.



EX = The alignment and optimization of all employee experiences that delivers a promise to employee.



## EMPLOYEES

# Strategic Vision Shaping & Activation

The “Strategic Vision Shaping and Activation” workshop is an intensive, interactive experience designed to empower leadership teams to not only craft a compelling strategic vision but also ensure its successful implementation. This workshop combines the art of storytelling with the principles of agile thinking and the development of sustainable team practices to create a robust framework for realizing strategic goals. Participants will learn to articulate their vision in a way that inspires action, adapt to changing circumstances with agility, and embed practices within their teams that support long-term success.

## Workshop Outcomes:

Upon completing the “Strategic Vision Shaping and Activation” workshop, leadership teams will emerge with:

- 1. A Refined Strategic Vision:** A clear, compelling vision for the future, articulated in a way that resonates deeply with both internal and external stakeholders.
- 2. Storytelling Mastery:** Enhanced skills in storytelling, enabling leaders to effectively communicate their vision, motivate their teams, and engage their audience with inspiring narratives.
- 3. Agility in Strategy:** A solid understanding of agile principles and how to apply them to strategic planning and execution, ensuring the organization can swiftly adapt to changes and seize opportunities.
- 4. Embedded Team Practices:** Practical, sustainable practices and rituals tailored to maintaining alignment with the strategic vision, ensuring ongoing commitment and momentum towards achieving long-term goals.
- 5. An Actionable Implementation Plan:** A detailed roadmap for activating the strategic vision, with specific steps for integrating storytelling, agile thinking, and supportive team practices into the fabric of the organization.

Leaders will leave equipped not only with a vision but with the tools and strategies to bring that vision to life, ensuring their teams are motivated, aligned, and ready to tackle the challenges ahead with confidence and creativity.

# Synergy Studio Workshop

The Synergy Studio Workshop is a dynamic and interactive session tailored for teams facing crucial turning points or seeking to elevate their collaboration to the next level. This workshop is designed to synchronize team members' mindsets and activate their collective potential, ensuring optimal performance and outcomes. By focusing on key areas such as communication, shared goals, and creative problem-solving, the workshop aims to foster a cohesive and energized team environment.

Upon completion of the Synergy Studio Workshop, teams will achieve:

- **Aligned Mindsets:** Members will possess a unified understanding and approach towards their collective goals and challenges, ensuring all efforts are harmoniously directed.
- **Enhanced Communication:** Teams will learn and apply advanced communication techniques, significantly improving clarity, understanding, and effectiveness in their interactions.
- **Activated Collective Potential:** With newfound collaboration strategies and problem-solving methods, the team's collective capabilities will be fully engaged, driving innovation and performance.
- **Strengthened Cohesion:** A more tightly-knit team dynamic, characterized by mutual respect and shared enthusiasm for achieving common objectives.
- **Practical Action Plan:** A concrete, customized plan detailing strategies for sustaining these improvements in communication, collaboration, and creative problem-solving, long after the workshop concludes.

Participants will leave the workshop not just as a group of individuals, but as a cohesive unit equipped with the tools and mindset to tackle any challenge and achieve their shared vision with renewed vigor.

# Put Ourselves Out of Business Workshop

Adopts a provocative and introspective approach. It challenges participants to think critically about our own organization as if we were their most formidable competitor. This immersive, strategic session is designed to unearth potential vulnerabilities, blind spots, and areas for innovation within your organization by challenging assumptions, scrutinizing strengths and weaknesses, and reimagining market position through the eyes of an outsider looking to disrupt.

**Actionable Outcome:** At the conclusion of the workshop will have crafted a comprehensive Competitive Resilience Blueprint. This actionable document will serve as a strategic guide, detailing specific initiatives and projects aimed at shoring up vulnerabilities, exploiting new market opportunities, and implementing innovative practices that emerged during the workshop. It will outline prioritized actions, timelines, and responsible parties to ensure that insights translate into tangible improvements and strategic pivots. This blueprint will act as a roadmap for enhancing competitive resilience, ensuring the organization not only survives but thrives in the face of industry disruptions and competitive challenges.

# Beginner's Mind Bootcamp

Inspired by the Zen concept of Shoshin, or “Beginner's Mind,” this workshop encourages participants to see their environment and challenges as if for the first time. Through a series of exercises, including mindfulness practices, role-playing, and scenario analysis, participants learn to suspend judgment, unlearn preconceptions, and approach problems with fresh eyes and open minds.

**Actionable Outcome:** Participants will develop personalized action plans that detail how they will implement the Beginner's Mind approach in their daily work routines, decision-making processes, and problem-solving strategies, to enhance creativity and innovation.

# The Cross-Pollination Workshop

This workshop is all about mixing ideas from different areas to spark new ways of thinking and solving problems. We get people from various jobs and backgrounds together to share what they know and look at things from new angles. Through working together on projects and talking things out, everyone gets to learn something new and see how blending different ideas can create exciting results.

**What You'll Do:** You'll come up with a "Mix-it-Up Plan" by the end of the workshop. This plan will guide you on how to take cool ideas and knowledge from other areas and use them in your own work. You'll figure out steps to keep bringing in fresh perspectives to your projects, making your work more creative and welcoming for everyone involved.

## Curiosity Circles: Fostering Deep Conversations

Curiosity Circles are structured yet open-ended discussion forums where participants explore a wide range of topics from interdisciplinary fields. The aim is to broaden perspectives, cultivate deeper belonging, and spark new ideas. Each session focuses on a different theme, encouraging participants to ask questions, share insights, learn from peers, and draw connections between seemingly unrelated concepts.

**Actionable Outcome:** After the conversations, each participant will be asked to share their broadened perspectives through online survey benchmarking. The survey results will help leaders better understand the blind spots, obstacles, and opportunities for team alignment.

## Related Articles:

[\*Brand Building Right\*](#)

[\*Why Care About Brands in Troubled Times\*](#)

[\*Managing the Invisible\*](#)

[\*Thinking Different About Culture\*](#)

[\*Why Brand Purpose Matters\*](#)

[\*The Only Reason Brands Evolve\*](#)

[\*100-Year Vision, Unleashed\*](#)

[\*What Keeps Leaders Up at Night\*](#)

[\*Amplifying the Brand-Culture Connection\*](#)

[\*Finding Your Brand's Tribe\*](#)



