

VISIONSM Analysis

A GPS for Brand Authenticity and Message Delivery

We believe the SWOT analysis has seen better days. For years, McKinney & Associates embraced the classic SWOT (Strengths, Weaknesses, Opportunities, Threats) approach to help our clients plot their institutional landscape. Over time, we realized that our approach to strategic planning had outstripped the SWOT's utility. Too narrow. Too basic. One-dimensional. We went on a quest for something that fills gaps, connects dots and breathes greater nuance into the process.

Introducing our **VISIONSM Analysis**: an innovative tool that elevates strategic planning and message development to a whole new level. More than a clever acronym, VISION spells out a roadmap to success.

McKinney's proprietary VISION Analysis compels clients to *own* the VISION as the underpinning of their brand identity. It goes beyond the SWOT by probing and surfacing deeper questions and solutions.

Voice

Our findings surface the inherent communications challenges that accompany our clients' work in the social justice arena, while also laying out a pathway to accomplishing their goals.

Identify

Think of it as a GPS for navigating brand authenticity and message delivery.

Strategy

How It Works

Each VISION Analysis is shaped by a client's unique brand.

Image

It begins with a whiteboard. We chronicle words and sensibilities. We peel back layers that drive your goals and approach. How do you see yourself? How do others see you? How do you *ultimately want to be seen*? Who are your competitors? Your allies? Your audiences? What are your desired outcomes?

Outcomes

A word cloud later, we deliver an analysis with the most relevant and resonant messages, strategies and tactics. Through an iterative process we solicit your feedback and revisions. The end result reveals *your* voice, *your* values...*your* vision.

Niche