

PHASE	EXPLANATION	REMARKS
Definition	What should we focus on?	Focus on what we want and not on what we want to get away from.
Discovery	What already works?	Go exploring what works, what is right, as things are now.
Destiny	What actions are required for us to succeed?	Based on the good we found in the previous phase, we look at what this can lead to? What are our 'wildest' dreams of the future?
Dream	What do we dream of achieving?	We do not decide yet but focus on opportunities – renewal, both individually and organizationally.
Design	What should we renew ourselves if we are to achieve the dream?	Implementation phase. Here we promise binding actions.

FIGURE 6.30
The 5D-model.