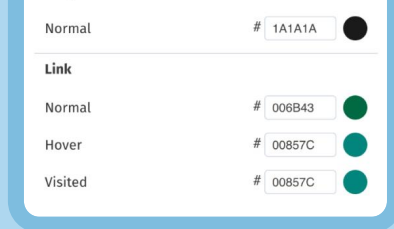
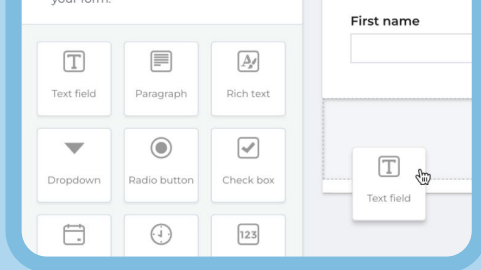
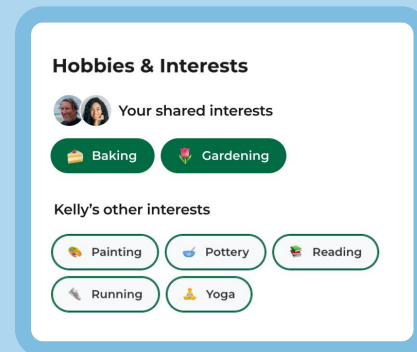
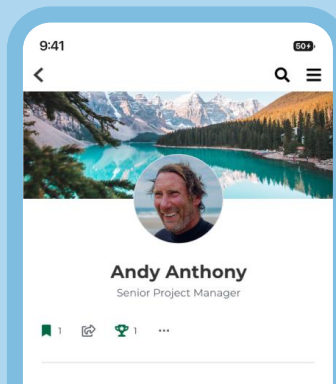
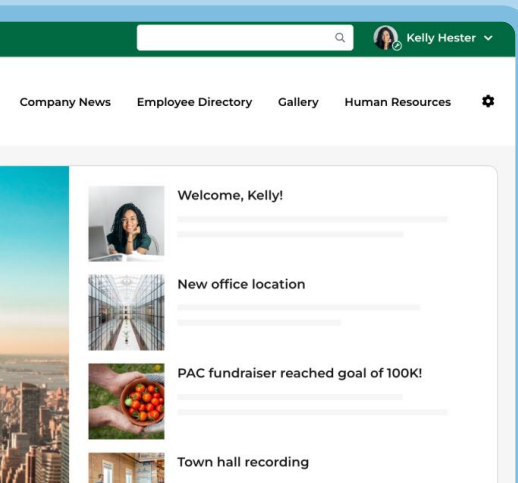
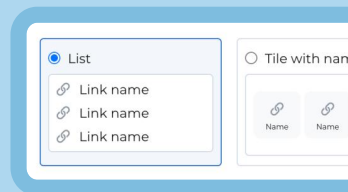
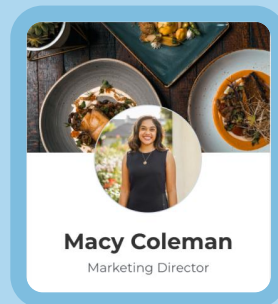


Extreme Makeover: Internal Comms Edition



ThoughtFarmer



Where Teams + Ideas Grow





Ice breaker question

What piece of corporate jargon should be banned forever?

Session will be recorded



Cameras and mics are disabled



Chat options



Q+A



Today's speaker

ThoughtFarmer



Wil Arndt

Creative Director, OXD

With over 20 years of design experience, Wil's work has been honoured with some 150 industry and design awards and numerous accolades in the media.

About you

About you

ThoughtFarmer

Jobs you need to get done

- Creating print & digital communication pieces

About you

ThoughtFarmer

Jobs you need to get done

- Creating print & digital communication pieces
- Writing engaging, on-brand content

About you

ThoughtFarmer

Jobs you need to get done

- Creating print & digital communication pieces
- Writing engaging, on-brand content
- Increasing corporate alignment

Jobs you need to get done

- Creating print & digital communication pieces
- Writing engaging, on-brand content
- Increasing corporate alignment
- Increasing intranet adoption


Your pains



Employees who are
too busy to read what you make

Content creators
publishing hard-to-read,
inaccessible content



A close-up photograph of a cat's face, looking directly at the camera with wide, green eyes and a slightly open mouth, giving it a surprised or curious expression. The cat has white fur on its face and chest, with darker patches on its ears and around its eyes. The background is blurred, showing some indistinct shapes and colors.

Content that's important,
but also really dry or complex

Agenda

ThoughtFarmer

Agenda

ThoughtFarmer

What is good design?



What is good design?



Design school in 15 minutes



What is good design?



Design school in 15 minutes



Let's see this in action



What is good design?



Design school in 15 minutes



Let's see this in action



Let's apply this!



What is good design?



Design school in 15 minutes



Let's see this in action



Let's apply this!



Q+A



Agenda

ThoughtFarmer

What is good design?



Design school in 15 minutes



Let's see this in action



Let's apply this!



Q+A





KNOW FURTHER

Communication agency in Vicenza

We are an independent branding & digital agency with a focus on strategy, creativity, web and technology. We love

W.

Honors

[ARTISTS](#)[RELEASES](#)[STORE](#)[CULTURE](#)[VIDEOS](#)[NEWS](#)[MOTOWN CLASSIC](#)[BLACK FORUM](#)

RED ARTISTS FEATU



YOUNGBOY NEVER BROKE AGAIN

LISTEN



PACE VERSO

JEFF KOONS: MOON PHASES

A New Multifaceted Project from Jeff Koons. Presented by Pace Verso. Delivered to the Moon by 4Space and Intuitive Machines.



Caller: JOE **Quote** 0
 Phn: **Unknown Shipper:**
 Terms: ☒ Prepaid ☐ Collect ☐ 3rd Party STD
 Cust: **Hi Fo Holdings, Ltd.** **HIFO**
 Inv: **Hi Fo Holdings, Ltd.** **HIFO**
 At: **Hi Fo Holdings, Ltd.** **HIFO**
 Add: 1125 **STREET SUITE 1200**
 CSPC: **VANCOUVER** **BC V6Z2K8** C
 Ph: **BC** Fax:
 Cont: **BC** Est PU:
 Appointment: D: **06-10-02** F: T:

Cogs: **CANADIAN HARDWARE & H**
 Add: **101 AVENUE SUITE**
 CSPC: **SCARBOROUGH** **ON M1B5M4** C
 Ph: **SC** x Fax: **(416) 291-1234**
 Cont: **SC** VM:
 Appointment: D: F: T:

COD \$0.00 **Driver**
Fee \$0.00 **Fee Collect** **Collect**

Mode From SC To SC
Air **ADT** **ADT**
Tariff **CAXR9-00-01**
Service **2D** **D** **194**
From **YVR** **AA**
To **YYZ** **AE**
Deliver By **06-12-02** **17:00**
Clock Stop
Miles **P/U Miles** **Del Miles**
0 **0** **0**

Broker / Customs Agent
Broker:
Value: 0.00 **In:** **USD**
Notified:
Verbal Pod
Notify on POD
Hazmat

Find CAX#
CAX#: 100670861
Shpr Ref:
B/L:
PO#:
GBL Num:
Cons Ref:
Billing Ref:
Ref 5:
MasterID: 0
MAWB:
Statement: 0
Hold P/U:

Non-Freight: ☐
Manifest Hold: ☒
Print Hold: ☒
Rate
SAVED

Charges:	761.50
Discount:	0%
SubTotal:	761.50
Accessorial:	40.00
DV:	0 0.00
FSC: CAX 2.50%	38.08
Total:	839.58
Balance:	839.58

Addend
Closed ☐
Post ☐

SPECIAL DISCOUNT

Units	Type	H	Description	Stated	ActWt	Dimensions	ChgWt	Rate	Charges
1	CRATE		CRATE	91	94	97 25x25x30	97	50.00	48.50
1	2MAN		2 MAN P&D					40.00	40.00



Microsoft Excel



Cannot quit Microsoft Office Excel.

OK



People have alot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO

I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

KID'S WORLD LEARNING CENTER/ BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS' NEST, INC./COLORADO SPRINGS, CO

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 110% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VERIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDY ARE ESSENTAIL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BY PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FORM THE GROCERY STORE!

THANKS, PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI

"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM . I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT. "



About Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE FOR THE ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE. BUT THE HANDY MIX PITCHER IS EASY TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT OUR BUSINESS AND TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - B1

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTRE SINCE 2010. I RECOMMENDED PENNY JUICE TO OTHER

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. BUT THE SERVICE IS TERRIBLE. I'VE BEEN THERE YEAR AFTER YEAR AND THE LINES NEVER GET ANY SHORTER. I'D RATHER BUY FROM PENNYJUICE AND LOOK

THANK YOU! WE ARE SO GRATEFUL FOR YOU AND YOUR TEAM. PLEASE CONTINUE TO DO THE GOOD WORK.

I LOVE THE VARIETY OF THE FLAVORS AND THE AUTOMATICALLY IN A TIMELY MANNER, THANKS SO MUCH! GOD BLESS!

AS THE DIRECTOR OF A UNIVERSITY, ESPECIALLY LIKE THE CASE OF ORIGIN, ARE FACILITY TOP PRODUCTS THAT ARE ALSO BUDGET-FRIENDLY ARE ESSENTIAL. I THE JUICE WILL BE PROMPTLY DELIVERED DIRECTLY TO THE CENTER, NO MORE HAULING CONCENTRATE FROM THE GROCERY STORE!

SAVING ME TIME AND MONEY!

"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM . I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT. HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT. "



I AM
LING
YOU CAN
TRUST ME

Home

Cars

Customers

About Ling

Fun stuff

Free stuff

Live staff

**CARS
A-Z**



LINGSCARS.com

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Like inside this website Monday to Friday 9am-5pm, to give you the very best service and make your experience a happy one! - I am Ling, except on Saturdays.

Contract hire cars from Ling Valentine, LINGSCARS is the UK's favourite car leasing website - In 2016 I leased over 885 million in cars! (MFF)

Stop



Leader of the Pack

"[Ling Valentine is]
Britain's **BIGGEST**
individual seller
of new cars."

February 2017

the guardian

Facebook

Twitter

I've got social media!

Car Leasing

What makes great design, great?
What makes bad design, bad?





Bad design gets in the way.

1958



2001



Give the gift of *The New Yorker*.

THE
NEW YORKER

Newsletter

My Account ▾

Give a gift



The Latest News Books & Culture Fiction & Poetry Humor & Cartoons Magazine Puzzles & Games Video Podcasts Goings On Shop

ANNALS OF ARTIFICIAL INTELLIGENCE

THE LIFELIKE ILLUSIONS OF A.I.

Animators, toy designers, and video-game creators have spent decades creating believable fictional characters. Are artificial-intelligence researchers doing the same?

By Patrick House

March 19, 2024



THE
NEW YORKER

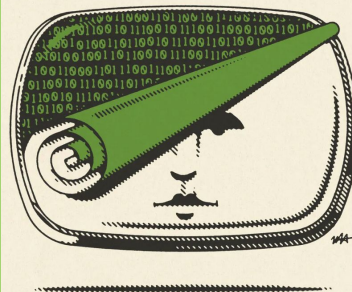
ANNALS OF ARTIFICIAL INTELLIGENCE

THE LIFELIKE ILLUSIONS OF A.I.

Animators, toy designers, and video-game creators have spent decades creating believable fictional characters. Are artificial-intelligence researchers doing the same?

By Patrick House

March 19, 2024



The psychology of design principles

Agenda

ThoughtFarmer

What is good design?



Design school in 15 minutes



Let's see this in action



Let's apply this!



Q+A



Topics

Frames of reference

Line

Shape

Texture & density

Depth

Scale

Orientation

Colour

Saturation

Structural skeletons

Vectors

Vector directions

Screen forces

Frame magnetism

Hierarchy

Alignment

Rhythm and patterns

Compositional flow

Reading patterns

Balance

Symmetry

Legibility vs. Readability

Type grids

Typographic systems

Modes of type interaction

Line lengths

Letter-spacing, line height

Illusion of movement

Continuation principle

Motion path

Keyframes, tweening

Transitions

Topics

Frames of reference

Line

Shape

Texture & density

Depth

Scale

Orientation

Colour

Saturation

Structural skeletons

Vectors

Vector directions

Screen forces

Frame magnetism

Hierarchy

Alignment

Rhythm and patterns

Compositional flow

Reading patterns

Balance

Symmetry

Legibility vs. Readability

Type grids

Typographic systems

Modes of type interaction

Line lengths

Letter-spacing, line height

Illusion of movement

Continuation principle

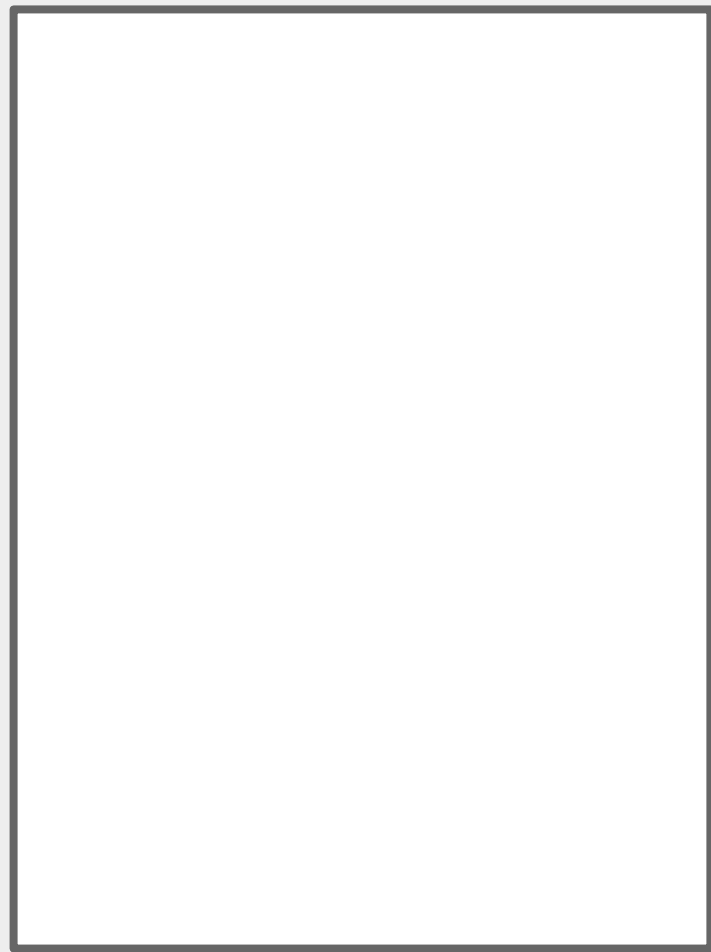
Motion path

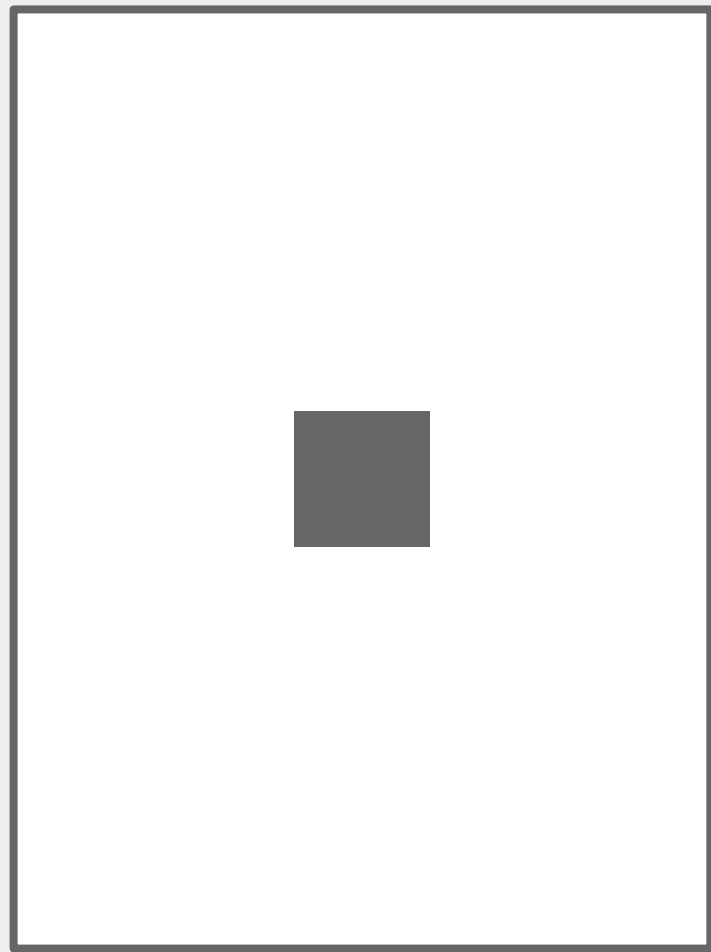
Keyframes, tweening

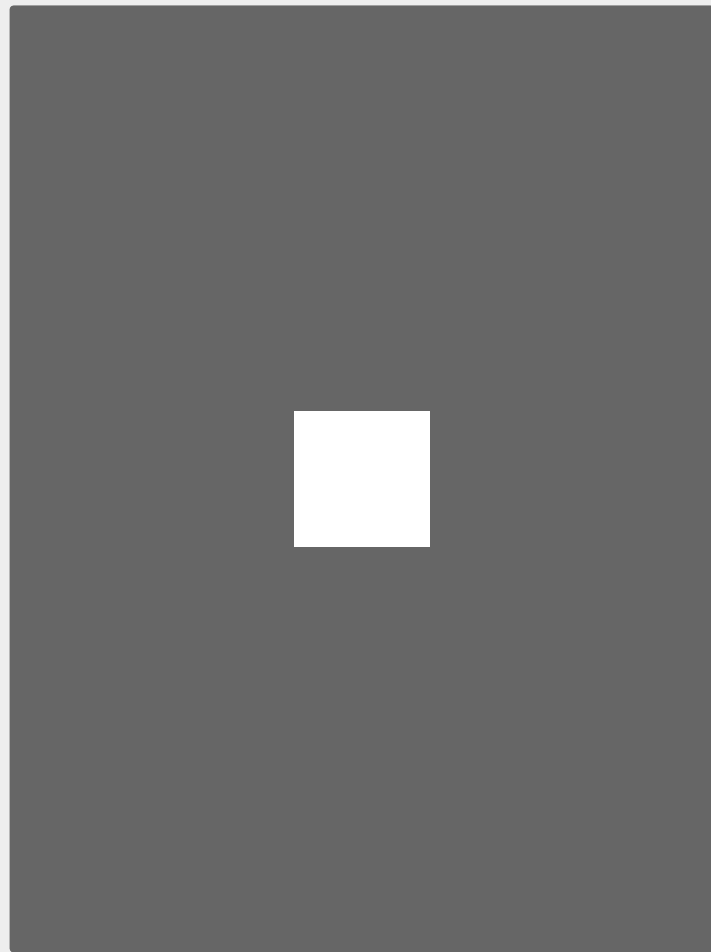
Transitions

Frames of reference















New arrivals in Toys

You are on amazon.com. You can also shop on Amazon Canada for millions of products with fast local delivery. [Click here to go to amazon.ca](#)

Gaming accessories



Headsets



Keyboards



Computer mice



Chairs

[See more](#)

Refresh your space



Dining



Home



Kitchen



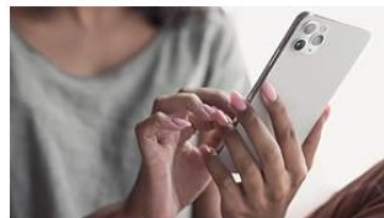
Health and Beauty

[See more](#)

Deals in PCs

[Shop now](#)

Amazon Gadget Store



Smartphones



Tablets



Laptops



TVs

[See more from Amazon Gadgets](#)

[Contact Us](#)

TIFFANY & CO.

[Book an Appointment](#)[Jewelry](#)[Gifts](#)[Love & Engagement](#)[Fine Watches](#)[Home & Accessories](#)[Fragrance](#)[Men's](#)[Stories](#)

Gifts for Him

Our collection of unique, thoughtfully designed gifts for men includes expertly crafted jewelry, sleek accessories and polished home decor. Brought to life with the House's signature innovation and attention to detail, each piece is a distinctive statement of style.

[Home](#) / [Luxury Gifts for Anniversaries & Holidays](#)

Filter By:

[Category ▼](#)[Designers & Collections ▼](#)[Materials ▼](#)[Gemstones ▼](#)[Price ▼](#)[Sort By: Recommendations ▼](#)Showing 1 - 60 of 180 [View All](#)

Screen forces

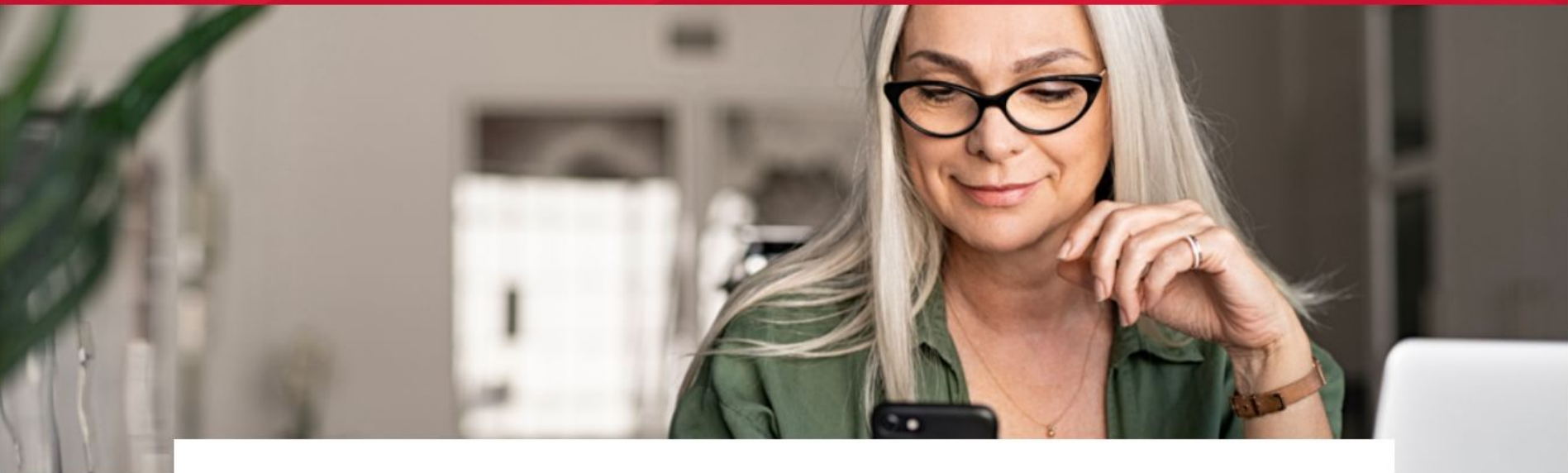








Wealth Management



Investment solutions designed for you

At Bank of America and Merrill, we offer a range of solutions to help you manage your wealth. Find the investment approach that fits your needs.



Save the Date! The Legendary Student Art Sale returns November 25 - 27.

Buy local and support the arts!



Construction of our new home at
Great Northern Way is 70%
complete!

Looking for ways to support students? Build with us!

THE



Design school in 15 minutes

ThoughtFarmer

Vectors

Design school in 15 minutes

ThoughtFarmer

Vectors



Design school in 15 minutes

ThoughtFarmer

Vectors



Graphic



Index

Vectors



Graphic

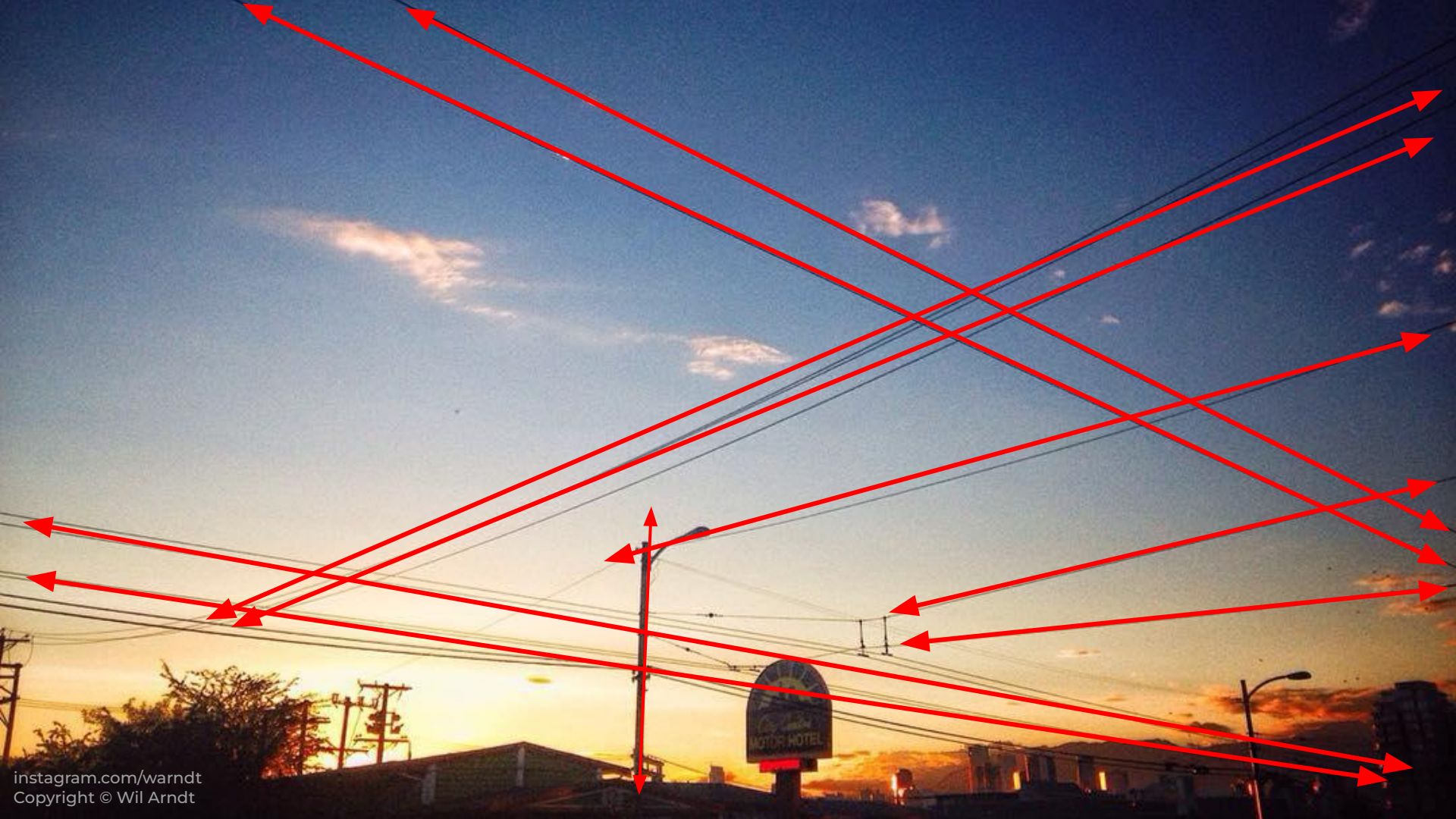


Index

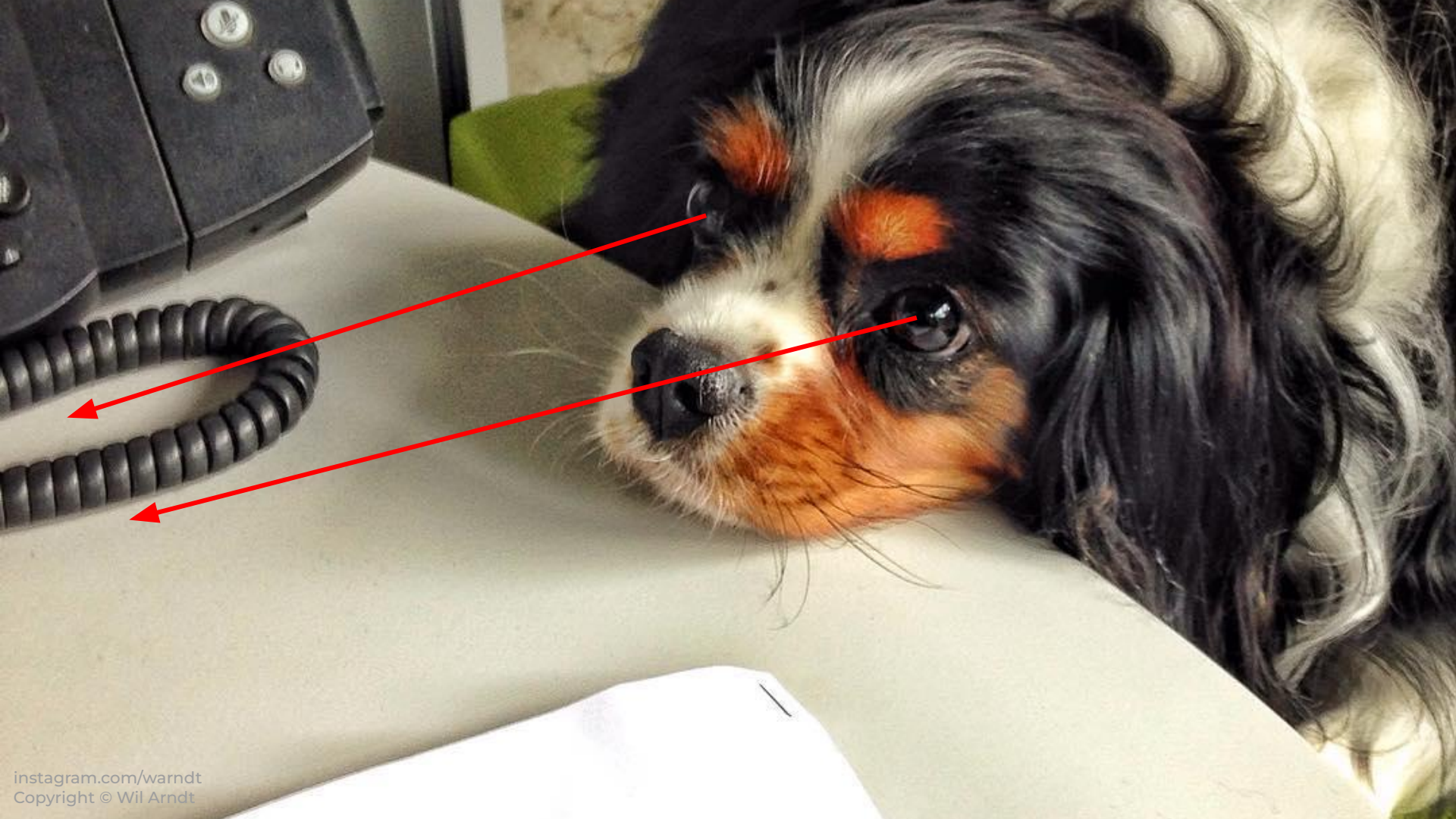


Motion



















Colour





Use **colour** to create additional focal points and visual hierarchy. **Moderate** use of colour can deliver strong cues about what's important in a design. It creates **structure within text** and across elements, and makes it easier for the viewer to **remember key points**. So if a little bit of colour is good for creating hierarchy and articulating emphasis, then a lot of colour must be really, *really* great, right?

Use **colour** to create **additional focal points** and visual hierarchy. **Moderate** use of colour can deliver strong cues about what's **important in a design**. It creates **structure within text** and across elements, and makes it easier for the viewer to **remember key points**. So if a little bit of **colour is good** for creating hierarchy and **articulating emphasis**, then **a lot of colour** must be really, *really* great, right?

Use colour to create additional focal points and visual hierarchy. Moderate use of colour can deliver strong cues about what's important in a design. It creates structure within text and across elements, and makes it easier for the viewer to remember key points. So if a little bit of colour is good for creating hierarchy and articulating emphasis, then a lot of colour must be really, *really* great, right?

Use colour to create additional focal points and visual hierarchy. Moderate use of colour can deliver strong cues about what's important in a design. It creates structure within text and across elements, and makes it easier for the viewer to remember key points. So if a little bit of colour is good for creating hierarchy and articulating emphasis, then a lot of colour must be really, *really* great, right?

Use colour to create additional focal points and visual hierarchy. Moderate use of colour can deliver strong cues about what's in a design. It creates structure within text elements, and makes it easier for the viewer to find key points. So if a little bit of colour is used to articulate emphasis in a design, it must be really, really great.



Take a breath... 

Hierarchy

Hierarchy

Size

Shape

Colour

Depth

Texture

Density

Saturation

Orientation

Alignment

Local whitespace

Intrinsic interest

Perceived physical weight

This block of text is the most important element in the layout, as communicated by its position (top), relative size, relative font weight, and dimension. The placement of a faint colour below it further signals importance.

80 days around the world, we'll
find a pot of gold just sitting
where the rainbow's ending.
Time - we'll fight against the
time, and we'll fly on the white
wings of the wind.

There's a voice that keeps on
calling me. Down the road,
that's where I'll always be.
Every stop I make, I make a new
friend. Can't stay for long, just
turn around and I'm gone again.

Just the good ol' boys, never
meanin' no harm. Beats all
you've ever saw, been in trouble
with the law since the day they
was born. Straight'nin' the
curve, flat'nin' the hills.

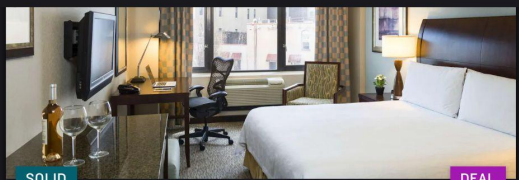
80 days around the world, we'll
find a pot of gold just sitting
where the rainbow's ending.
Time - we'll fight against the
time, and we'll fly on the white
wings of the wind.

There's a voice that keeps on
calling me. Down the road,
that's where I'll always be.
Every stop I make, I make a new
friend. Can't stay for long, just
turn around and I'm gone again.

Just the good ol' boys, never
meanin' no harm. Beats all
you've ever saw, been in trouble
with the law since the day they
was born. Straight'nin' the
curve, flat'nin' the hills.

This block of text is still the most important element in the layout, but because it's not at the top of the page, the viewer will likely experience a brief decision process before directing attention toward this block of text.

Rhythm + patterns



SOLID

DEAL

Hilton Garden Inn Tribeca

\$244

91% | TriBeCa

was on HT \$520



8 people viewing this hotel

LUXE

DEAL

InterContinental New York Barclay

\$543

94% | Midtown East

was on HT \$1,901



7 people viewing this hotel

2 rooms left

LUXE

DEAL

Hyatt Union Square New York

\$380

90% | Union Square

was on HT \$855



2 rooms left





Castles



Tree houses



Cabins



Top of the world



Design



Beach



Campers



Lakefront



Amazing views



Islands



National parks



OMG!



Filters

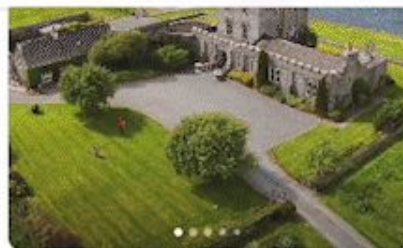


Santa Marta de Portuzelo, Portugal ★ 4.9

Built in the 12th century

Apr. 30 – May 6

\$1,766 CAD night



Kilcolgan, Ireland

★ 4.89

7,114 km away

Mar. 20 – 25

\$1,009 CAD night



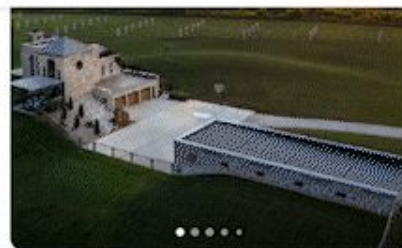
Bree, Ireland

★ 4.94

Built in the 19th century

Sep. 15 – 20

\$2,354 CAD night



Cleveland, Wisconsin, US

★ 5.0

Built in 2013

May 5 – 10

\$1,345 CAD night



Clackmannanshire, UK

★ 4.98

Built in 1890



Cumbria, UK

7,276 km away

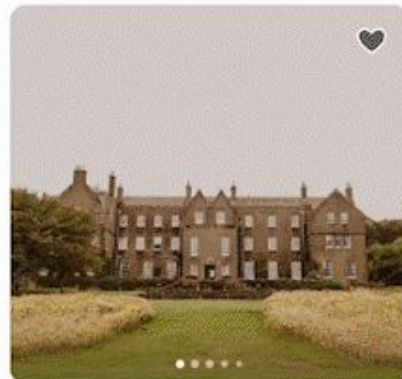
Show map



Angus, UK

★ 4.88

Built in 1860



Portpatrick, UK

★ 5.0

Built in 1904

Levels of hierarchy

Design school in 15 minutes

ThoughtFarmer

Three essential levels

- Dominant

Design school in 15 minutes

ThoughtFarmer

Three essential levels

- Dominant
- Subdominant

Design school in 15 minutes

ThoughtFarmer

Three essential levels

- Dominant
- Subdominant
- Subordinate

Hello 80's fans.

Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit.

80 days around the world, we'll find a pot

of gold just sitting
where the rainbow's
ending. Time—we'll
fight against the time,
and we'll fly on the
white wings of
the wind.

There's a voice that keeps on calling me.

Down the road, that's
where I'll always be.
Every stop I make, I
make a new friend.
Can't stay for long, just
turn around and I'm
gone again.

Just the good ol' boys, never meanin'

No harm. Beats all
you've ever saw, been
in trouble with the law
since the day they was
born. Straight'nin' the
curve, flat'nin' the hills.

→ Hello 80's fans.

Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit.

80 days around the world, we'll find a pot
of gold just sitting
where the rainbow's
ending. Time—we'll
fight against the time,
and we'll fly on the
white wings of
the wind.

There's a voice that keeps on calling me.
Down the road, that's
where I'll always be.
Every stop I make, I
make a new friend.
Can't stay for long, just
turn around and I'm
gone again.

Just the good ol' boys, never meanin'
No harm. Beats all
you've ever saw, been
in trouble with the law
since the day they was
born. Straight'nin' the
curve, flat'nin' the hills.

Hello 80's fans.

Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit.

▶ **80 days around the world, we'll find a pot**

of gold just sitting where the rainbow's ending. Time—we'll fight against the time, and we'll fly on the white wings of the wind.

There's a voice that keeps on calling me.

Down the road, that's where I'll always be. Every stop I make, I make a new friend. Can't stay for long, just turn around and I'm gone again.

Just the good ol' boys, never meanin'

No harm. Beats all you've ever saw, been in trouble with the law since the day they was born. Straight'nin' the curve, flat'nin' the hills.

Hello 80's fans.

Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit.

80 days around the world, we'll find a pot

of gold just sitting where the rainbow's ending. Time—we'll fight against the time, and we'll fly on the white wings of the wind.

There's a voice that keeps on calling me.

Down the road, that's where I'll always be. Every stop I make, I make a new friend. Can't stay for long, just turn around and I'm gone again.

Just the good ol' boys, never meanin'

No harm. Beats all you've ever saw, been in trouble with the law since the day they was born. Straight'nin' the curve, flat'nin' the hills.

Hello 80's fans.

Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit.

80 days around the world, we'll find a pot

of gold just sitting
where the rainbow's
ending. Time—we'll
fight against the time,
and we'll fly on the
white wings of
the wind.

There's a voice that keeps on calling me.

Down the road, that's
where I'll always be.
Every stop I make, I
make a new friend.
Can't stay for long, just
turn around and I'm
gone again.

Just the good ol' boys, never meanin'

No harm. Beats all
you've ever saw, been
in trouble with the law
since the day they was
born. Straight'nin' the
curve, flat'nin' the hills.

What's the difference between legibility and readability?

Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as having the nonprofit indicia printed in the upper right hand corner. Separate in state from out of state pieces. Arrange all pieces with the address facing the same way. Bulk mailings cannot contain any personal correspondence, bills, or statements. Bulk mail cannot be sent to foreign countries. The total count of the bulk mailing should be placed on the PO-10 form. The University Post Office is responsible for processing all outgoing University mail and distributing interdepartmental mail. Departments are responsible for properly preparing their outgoing mail. Mail that is not properly prepared, arrives damaged or wet, or does not meet USPS requirements may be returned to the department with an explanation of the required corrective action. Interdepartmental mail must be related to official University business. "Chain letters" are strictly prohibited and will be turned over to University Police. Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as having the nonprofit indicia printed in the upper right hand corner.

Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as having the nonprofit indicia printed in the upper right hand corner. Separate in state from out of state pieces. Arrange all pieces with the address facing the same way. Bulk mailings cannot contain any personal correspondence, bills, or statements. Bulk mail cannot be sent to foreign countries. The total count of the bulk mailing should be placed on the PO-10 form. The University Post Office is responsible for processing all outgoing University mail and distributing interdepartmental mail. Departments are responsible for properly preparing their outgoing mail. Mail that is not properly prepared, arrives damaged or wet, or does not meet USPS requirements may be returned to the department with an explanation of the required corrective action. Interdepartmental mail must be related to official University business. "Chain letters" are strictly prohibited and will be turned over to University Police.

Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as having the nonprofit indicia printed in the upper right hand corner. Separate in state from out of state pieces. Arrange all pieces with the address facing the same way. Bulk mailings cannot contain any personal correspondence, bills, or statements. Bulk mail cannot be sent to foreign countries. The total count of the bulk mailing should be placed on the PO-10 form. The University Post Office is responsible for processing all outgoing University mail and distributing interdepartmental mail. Departments are responsible for properly preparing their outgoing mail. Mail that is not properly prepared, arrives damaged or wet, or does not meet USPS requirements may be returned to the department with an explanation of the required corrective action. Interdepartmental mail must be related to official University business. "Chain letters" are strictly prohibited and will be turned over to University Police.

Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as having the nonprofit indicia printed in the upper right hand corner. Separate in state from out of state pieces. Arrange all pieces with the address facing the same way. Bulk mailings cannot contain any personal correspondence, bills, or statements. Bulk mail cannot be sent to foreign countries. The total count of the bulk mailing should be placed on the PO-10 form. The University Post Office is responsible for processing all outgoing University mail and distributing interdepartmental mail. Departments are responsible for properly preparing their outgoing mail. Mail that is not properly prepared, arrives damaged or wet, or does not meet USPS requirements may be returned to the department with an explanation of the required corrective action. Interdepartmental mail must be related to official University business. "Chain letters" are strictly prohibited and will be turned over to University Police. Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as

Bulk mailings must be at least 200 pieces in zip code order with identical contents, as well as having the nonprofit indicia printed in the upper right hand corner. Separate in state from out of state pieces. Arrange all pieces with the address facing the same way. Bulk mailings cannot contain any personal correspondence, bills, or statements. Bulk mail cannot be sent to foreign countries. The total count of the bulk mailing should be placed on the PO-10 form. The University Post Office is responsible for

What is good design?



Design school in 15 minutes



Let's see this in action



Let's apply this!



Q+A





Race to Rewards News Reel

RICK Hub Race to Rewards Leaderboard Update #3



Riverside News

The Mark Awarded the Golden...



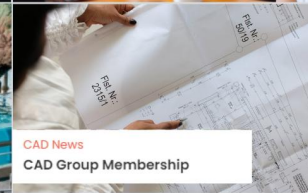
Riverside News

RICK Riverside Cheers on the...



San Diego News

A Successful SeaWorld Ricnic!



CAD News

CAD Group Membership

Quick Links



Race to
Rewards



Employee
Handbook



Shout Outs!



RICK 75
Strategic Plan



Toastmasters Info Session

 [Toastmasters Calendar](#) [View details](#)

 Event

WHEN

Tuesday, August 29, 2023 12:00 pm - 1:00 pm PDT

 [Add to your calendar](#)

LOCATION

Teams

GOING?

☒ Yes

☐ No

Work anniversaries

★ 18 years



Aiden Fox

Aug 08

★ 10 years



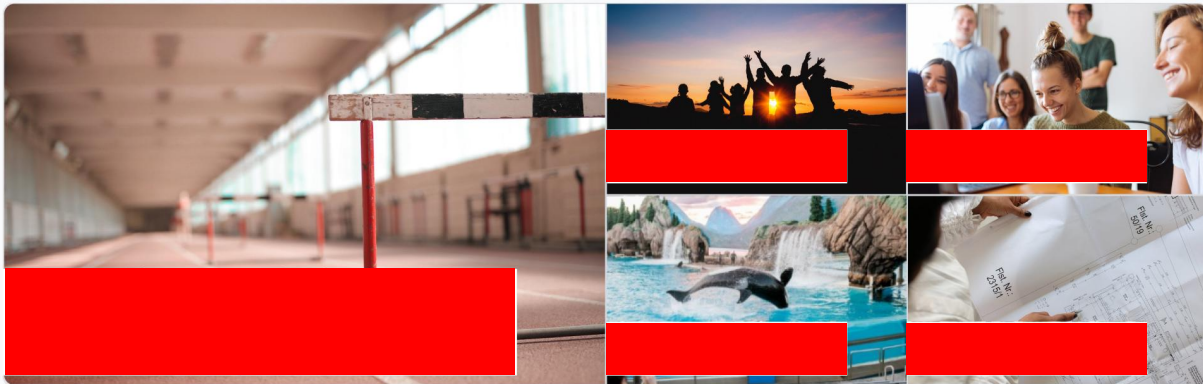
Conner Villanueva

Aug 23



Drew Taylor

Aug 26



Quick Links



Race to
Rewards



Employee
Handbook



Shout Outs!



RICK 75
Strategic Plan



Toastmasters Info Session

[Toastmasters Calendar](#) [View details](#)

Event

WHEN

Tuesday, August 29, 2023 12:00 pm - 1:00 pm PDT

[Add to your calendar](#)

LOCATION

Teams

GOING?

☒ Yes

☐ No

Work anniversaries

★ 18 years



Aiden Fox
Aug 08

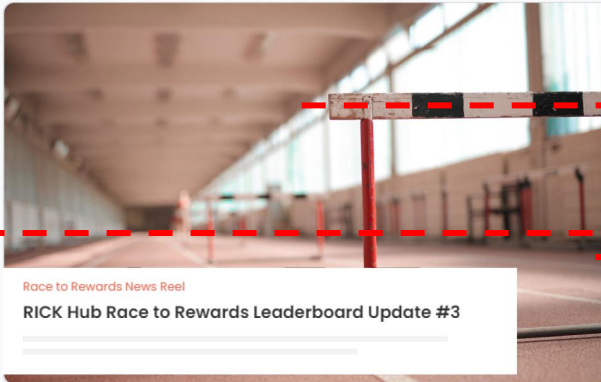
★ 10 years



Conner Villanueva
Aug 23

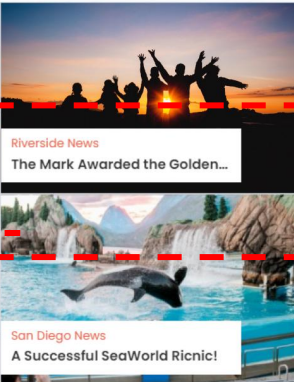


Drew Taylor
Aug 26



Race to Rewards News Reel

RICK Hub Race to Rewards Leaderboard Update #3

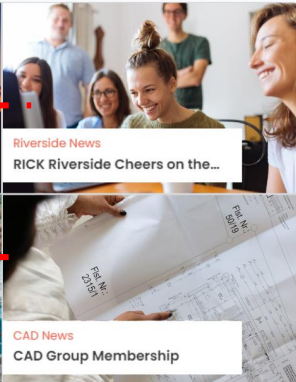


Riverside News

The Mark Awarded the Golden...

San Diego News

A Successful SeaWorld Ricnic!



Riverside News

RICK Riverside Cheers on the...

CAD News

CAD Group Membership

Quick Links



Race to
Rewards



Employee
Handbook



Shout Outs!



RICK 75
Strategic Plan



Toastmasters Info Session

 [Toastmasters Calendar](#) [View details](#)

 Event

WHEN

Tuesday, August 29, 2023 12:00 pm - 1:00 pm PDT

 [Add to your calendar](#)

LOCATION

Teams

GOING?

☒ Yes

☐ No

Work anniversaries

★ 18 years



Aiden Fox
Aug 08

★ 10 years



Conner Villanueva
Aug 23



Drew Taylor
Aug 26



Race to Rewards News Reel

RICK Hub Race to Rewards Leaderboard Update #3



Riverside News

The Mark Awarded the Golden...



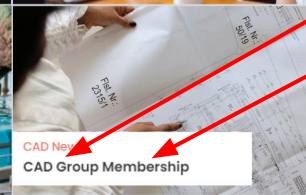
Riverside News

RICK Riverside Cheers on the...



San Diego News

A Successful SeaWorld Ricnic!



CAD News

CAD Group Membership

Quick Links



Race to
Rewards



Employee
Handbook



Shout Outs!



RICK 75
Strategic Plan



Toastmasters Info Session

 [Toastmasters Calendar](#) [View details](#)

 Event

WHEN

Tuesday, August 29, 2023 12:00 pm - 1:00 pm PDT

 [Add to your calendar](#)

LOCATION

Teams

GOING?

☒ Yes

☐ No

Work anniversaries

★ 18 years



Aiden Fox

Aug 08

★ 10 years



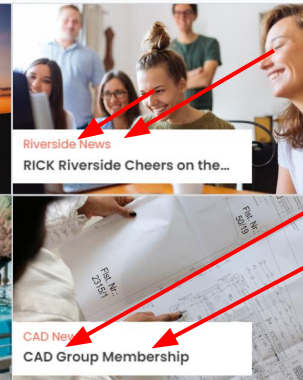
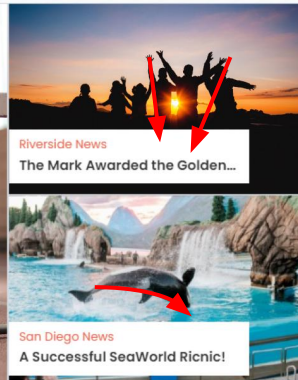
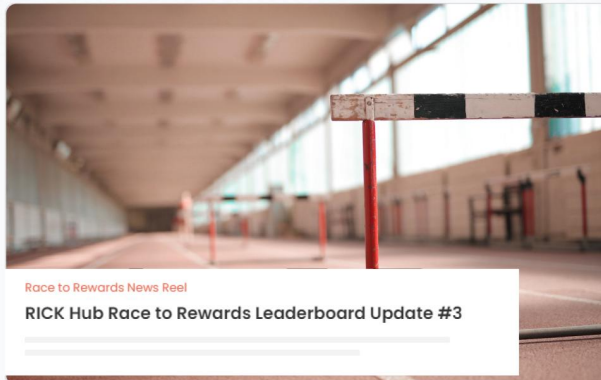
Conner Villanueva

Aug 23

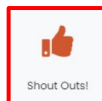
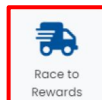


Drew Taylor

Aug 26



Quick Links



Toastmasters Info Session

 [Toastmasters Calendar](#) [View details](#)

 Event

WHEN

Tuesday, August 29, 2023 12:00 pm - 1:00 pm PDT

 [Add to your calendar](#)

LOCATION

Teams

GOING?

☒ Yes

☐ No

Work anniversaries

★ 18 years



Aiden Fox

Aug 08

★ 10 years



Conner Villanueva

Aug 23



Drew Taylor

Aug 26



Race to Rewards News Reel

RICK Hub Race to Rewards Leaderboard Update #3



Riverside News

The Mark Awarded the Golden...



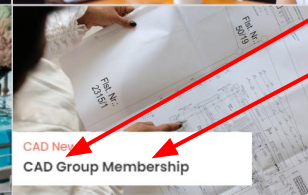
Riverside News

RICK Riverside Cheers on the...



San Diego News

A Successful SeaWorld Ricnic!



CAD News

CAD Group Membership

Quick Links



Race to
Rewards



Employee
Handbook



Shout Outs!



RICK 75
Strategic Plan



Toastmasters Info Session

 [Toastmasters Calendar](#) [View details](#)

 Event

WHEN

Tuesday, August 29, 2023 12:00 pm - 1:00 pm PDT

 [Add to your calendar](#)

LOCATION

Teams

GOING?

☒ Yes

☐ No

Work anniversaries

★ 18 years



Aiden Fox

Aug 08

★ 10 years



Conner Villanueva


Aug 23



Drew Taylor

Aug 26

[Home](#)[About](#)[Divisions, Programs & Teams](#)[My Benefits & Career](#)[Work Resources](#)[Employee Directory](#)



DOL

Celebrating Women's History Month

Home


About

Divisions, Programs & Teams

My Benefits & Career

Work Resources

Employee Directory




RAMADAN MUBARAK

Messages from the Commissioner


Ramadan Mubarak

Tonight marks the start of Ramadan, the Muslim holy month of fasting. As one of the five pillars of Islam, Ramadan is a deeply meaningful tradition of self-reflection, prayer, and faithful intention.




Remembering the Triangle Shirtwaist Fire

March 25 is the 112th anniversary of the Triangle Shirtwaist Company factory fire in New York City. The tragic event is...




SEFA Donates \$500 to the Humane Society of Greater Rochester and Doctors Without Borders

The DOL's Finger Lakes Regional office recently made a pair of \$250 donations to two great organizations – the...



Participate in the Dr. Martin Luther King, Jr. Children's Book Drive!



DOL is once again participating in the Dr. King Statewide Book Drive. 📖




The 2023 NYS Gender Wage Gap Report

Last week, DOL released the 2023 Gender Wage Gap Report, which examined the impact of the COVID-19...

Useful links



Policy, Guidance and Announcements



Announcements

State Fiscal Year-End Reminders 🗓️

In order to transition to the new state fiscal year, there will be a planned

EDGE Announcements

Training With An EDGE

Respectful Communication in the Workplace Training

Useful links



DOL Policies



EAP



Internal Job
Postings



HRNet Portal



ITS Service
Portal



LATS



Leave
Donations



NYS Payroll
Online



SLMS



Unusual
Incident Report



SFS

Policy, Guidance and Announcements



Announcements

State Fiscal Year-End Reminders 📅

In order to transition to the new state fiscal year, there will be a planned shutdown of the Statewide Financial System (SFS) by the Office of the State Comptroller (OSC).

21 days by DOL Team

♡ 2 🗨 39



Announcements

Commuting to work? Save with NYS-Ride!

The Office of Employee Relations (OER) has announced the current NYS-Ride commuter benefit has been enhanced to allow employees to enjoy pre-tax savings on qualified parking expenses.

6 days by DOL Team

♡ 🗨 39



Announcements

Are You an Attorney Who Needs Continuing Legal Education (CLE)?

If you are a licensed attorney who needs New York State CLE credit hours for your biennial reporting cycles, please participate in our short survey.

6 days by DOL Team

♡ 4 🗨 10 🗨 230



Announcements

Office Closures in Select Counties

March 14, 2023: Excused Absence Due to Weather for Select Counties

9 days by DOL Team

♡ 4 🗨 🗨 42

Load more ▾

EDGE Announcements

Training With An EDGE

Respectful Communication in the Workplace Training

Respectful Communications in the Workplace (Virtual) is a course that provides participants with tools and techniques for improving communication in the workplace.

9 days by

♡ 7 🗨 🗨 28

Training With An EDGE

Delegation for Managers Training

Delegation is a vital management skill, but for many managers, it's the hardest to put into practice. In this session, we will identify barriers to delegation and challenge participants to overcome their barriers.

9 days by

♡ 4 🗨 1 🗨 29

Training With An EDGE

Time Management Training Opportunities

This workshop is designed to provide participants with tools and techniques to manage their time in the most efficient way.

21 days by DOL Team

♡ 5 🗨 1 🗨 28

Birthdays

Activity

DOL Calendar

MENU

U__N__A



Lookbo



Appoin

Our Tea

Sustaina





Claro
DATA SOLUTIONS

[Services](#)

[Solutions](#)

[About us](#)

[Careers](#)

[FAQ](#)

[Get a quote](#)

QUALITY DATA & EFFICIENT OUTSOURCING

Providing businesses with clarity by supplying superior data

Focus on scaling your business while minimizing costs.
Transform your data into a strategic asset with Claro's
high-quality outsourcing services.

[Get a quote →](#)

Useful links



DOL Policies



EAP



Internal Job
Postings



HRNet Portal



ITS Service
Portal



LATS



Leave
Donations



NYS Payroll
Online



SLMS



Unusual
Incident Report



SFS

Policy, Guidance and Announcements



Announcements

State Fiscal Year-End Reminders 📅

In order to transition to the new state fiscal year, there will be a planned shutdown of the Statewide Financial System (SFS) by the Office of the State Comptroller (OSC).

21 days by DOL Team

♡ 2 🗨 39



Announcements

Commuting to work? Save with NYS-Ride!

The Office of Employee Relations (OER) has announced the current NYS-Ride commuter benefit has been enhanced to allow employees to enjoy pre-tax savings on qualified parking expenses.

6 days by DOL Team

♡ 🗨 39



Announcements

Are You an Attorney Who Needs Continuing Legal Education (CLE)?

If you are a licensed attorney who needs New York State CLE credit hours for your biennial reporting cycles, please participate in our short survey.

6 days by DOL Team

♡ 4 🗨 10 🗨 230



Announcements

Office Closures in Select Counties

March 14, 2023: Excused Absence Due to Weather for Select Counties

9 days by DOL Team

♡ 4 🗨 42

Load more ▾

EDGE Announcements

Training With An EDGE

Respectful Communication in the Workplace Training

Respectful Communications in the Workplace (Virtual) is a course that provides participants with tools and techniques for improving communication in the workplace.

9 days by

♡ 7 🗨 28

Training With An EDGE

Delegation for Managers Training

Delegation is a vital management skill, but for many managers, it's the hardest to put into practice. In this session, we will identify barriers to delegation and challenge participants to overcome their barriers.

9 days by

♡ 4 🗨 1 🗨 29

Training With An EDGE

Time Management Training Opportunities

This workshop is designed to provide participants with tools and techniques to manage their time in the most efficient way.

21 days by DOL Team


♡ 5 🗨 1 🗨 28

Birthdays

Activity

DOL Calendar

[Home](#)[About](#)[Divisions, Programs & Teams](#)[My Benefits & Career](#)[Work Resources](#)[Employee Directory](#)



DOL

Celebrating Women's History Month

HOME


ABOUT

DIVISIONS, PROGRAMS & TEAMS

MY BENEFITS & CAREER

WORK RESOURCES

EMPLOYEE DIRECTORY




**RAMADAN
MUBARAK**

Messages from the Commissioner


Ramadan Mubarak

Tonight marks the start of Ramadan, the Muslim holy month of fasting. As one of the five pillars of Islam, Ramadan is a deeply meaningful tradition of self-reflection, prayer, and faithful intention.




Remembering the Triangle Shirtwaist Fire

March 25 is the 112th anniversary of the Triangle Shirtwaist Company factory fire in New York City. The tragic event is...




SEFA Donates \$500 to the Humane Society of Greater Rochester and Doctors Without Borders

The DOL's Finger Lakes Regional office recently made a pair of \$250 donations to two great organizations – the...




Participate in the Dr. Martin Luther King, Jr. Children's Book Drive!

DOL is once again participating in the Dr. King Statewide Book Drive. 📖





The 2023 NYS Gender Wage Gap Report

Last week, DOL released the 2023 Gender Wage Gap Report, which examined the impact of the COVID-19...



Useful links





Policy, Guidance and Announcements

Announcements

State Fiscal Year-End Reminders 🗓️

In order to transition to the new state fiscal year, there will be a planned...

EDGE Announcements

Training With An EDGE

Respectful Communication in the Workplace Training

Agenda

ThoughtFarmer

What is good design?



Design school in 15 minutes



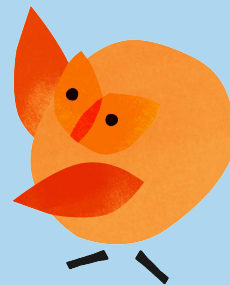
Let's see this in action



Let's apply this!



Q+A



ThoughtFarmer

Home

Branches

Departments

Company News

Staff Directory

Human Resources

Home

Departments

Brand & Marketing

Marketing News

Acme Corp's five-year strategic vision: Building our future together

OLDER POST

Q4 Campaign

Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Will Arnold · Updated Mar 19, 2024

👍👎🔖🔖⋮

✍️ Edit

➕ Add

▼

From the President

A heartfelt thank-you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- Innovation and Market Leadership:** Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
- Customer Excellence and Engagement:** Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
- Sustainability and Employee Empowerment:** Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
- Operational Efficiency and Financial Strength:** Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000.00
2028	Strategic Partnerships	Form 5 new partnerships	Enhance market reach and product offerings	Business Development	\$250,000.00
2028	Innovation Pipeline	Establish R&D labs for emerging tech	Introduce 2 breakthrough innovations	R&D	\$800,000.00
2028	Digital Transformation	Complete cloud migration	Achieve 100% cloud-based operations	IT	\$350,000.00

This vision sets the stage for Acme Corp's journey towards a future marked by growth, innovation, and sustainability, with each pillar representing a core focus area driving our strategic decisions and actions.

New folder

Upload file

Google Drive

WA

Add comment

© 2024 ThoughtFarmer Inc. Contact administrator: Jennifer Duffy

Powered by ThoughtFarmer Social Intranet Software Version 11.0.1

Home 

Departments 

Brand & Marketing 

Marketing News

Acme Corp's five-year
strategic vision: Building
our future together

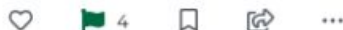
OLDER POST

Q4 Campaign

 Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Wil Arndt · Updated Mar 19, 2024



 Edit + Add



From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.


Key pillars of our strategic vision

1. Innovation and Market Leadership: Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
2. Customer Excellence and Engagement: Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
3. Sustainability and Employee Empowerment: Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
4. Operational Efficiency and Financial Strength: Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000.00

Home 

Departments 

Brand & Marketing 

Marketing News

Acme Corp's five-year
strategic vision: Building
our future together

OLDER POST

Q4 Campaign

 Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Wil Arndt · Updated Mar 19, 2024



 Edit  Add 

From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

1. Innovation and Market Leadership: Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
2. Customer Excellence and Engagement: Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
3. Sustainability and Employee Empowerment: Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
4. Operational Efficiency and Financial Strength: Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Home

Departments

Brand & Marketing

Marketing News

Acme Corp's five-year
strategic vision: Building
our future together

OLDER POST

Q4 Campaign

← Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Wil Arndt · Updated Mar 20, 2024



Edit Add

From the President

A heartfelt **thank you** to everyone who contributed to our visioning sessions. Your **insights, enthusiasm,** and **dedication** have been instrumental in shaping our strategic direction. **Together,** we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your **engagement** and **commitment to excellence** are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- Innovation and Market Leadership:** Fostering a **culture of innovation** to maintain product leadership and expand our market footprint through **strategic entries into new segments and regions.**
- Customer Excellence and Engagement:** Enhancing **customer satisfaction** through **outstanding service, engagement strategies, and a commitment to exceeding customer expectations.**
- Sustainability and Employee Empowerment:** Embedding **sustainable practices** into our operations and empowering our employees through **development opportunities, fostering a positive and inclusive workplace culture.**
- Operational Efficiency and Financial Strength:** Driving **operational excellence and efficiency** to support **financial health and sustainable growth,** underpinned by **strategic investments and prudent financial management.**



JERDE

[Projects](#)

[Services](#)

[Studio](#)

[Team](#)

[News](#)

[Contact](#)

[ENG | 中文](#)

Explore the space between.

[Explore More](#)



Home 

Departments 

Brand & Marketing 

Marketing News

Acme Corp's five-year
strategic vision: Building
our future together

OLDER POST

Q4 Campaign

 Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Wil Arndt · Updated Mar 19, 2024



 Edit  Add 

From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

1. Innovation and Market Leadership: Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
2. Customer Excellence and Engagement: Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
3. Sustainability and Employee Empowerment: Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
4. Operational Efficiency and Financial Strength: Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

The editor toolbar

Paragraph

↶

↷

B

I

U

~~S~~

T

≡

≡

≡

—

$\frac{1}{2}$

$\frac{1}{2}$

$\frac{1}{2}$

Source

✕

↶

📄

▼

↕

↕

A

A

🔗

🔗

😊

🖼️

🖼️

📄

📄

📅

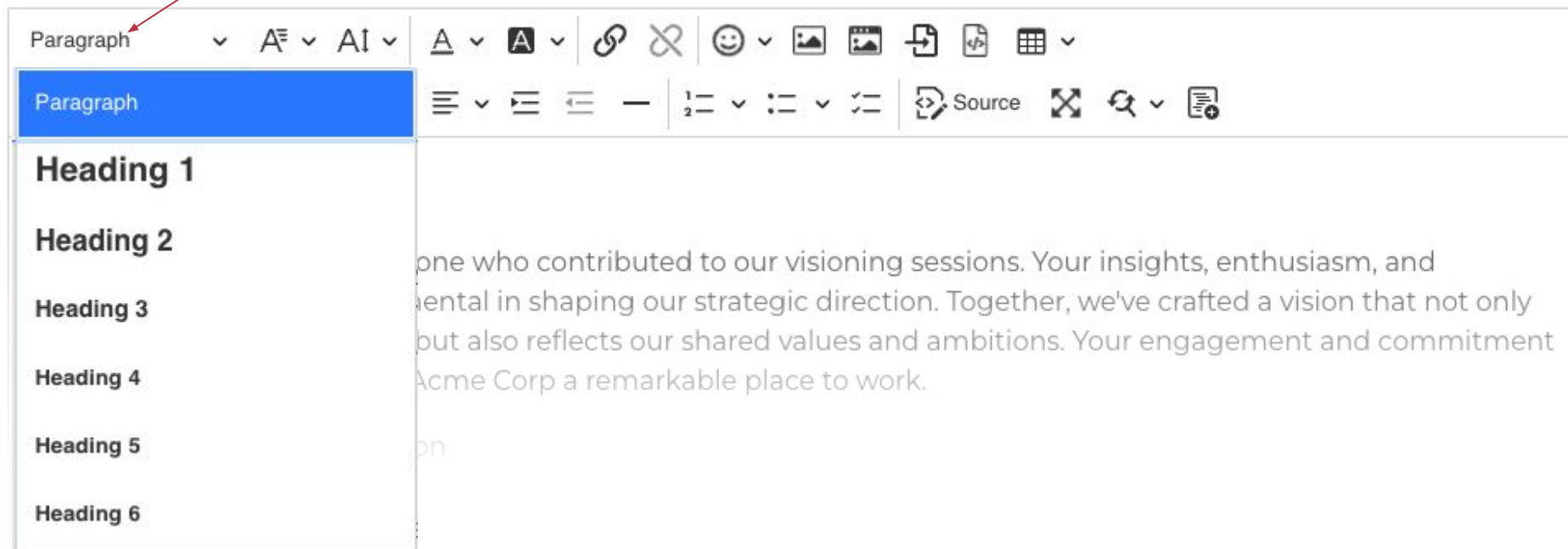
From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

The editor toolbar

Predefined styles



The image shows a rich text editor toolbar. A red arrow points from the 'Predefined styles' label to the 'Paragraph' dropdown menu. The dropdown menu is open, showing a list of predefined styles: Paragraph, Heading 1, Heading 2, Heading 3, Heading 4, Heading 5, and Heading 6. The 'Paragraph' style is currently selected and highlighted in blue. The toolbar also contains various icons for text formatting (bold, italic, underline, strikethrough), alignment (left, center, right, justified), indentation, bulleted and numbered lists, link and unlink, emoji, image, video, table, and source code. The background of the editor shows a paragraph of text: 'one who contributed to our visioning sessions. Your insights, enthusiasm, and mental in shaping our strategic direction. Together, we've crafted a vision that not only but also reflects our shared values and ambitions. Your engagement and commitment Acme Corp a remarkable place to work.'

Paragraph

Paragraph

Heading 1

Heading 2

Heading 3

Heading 4

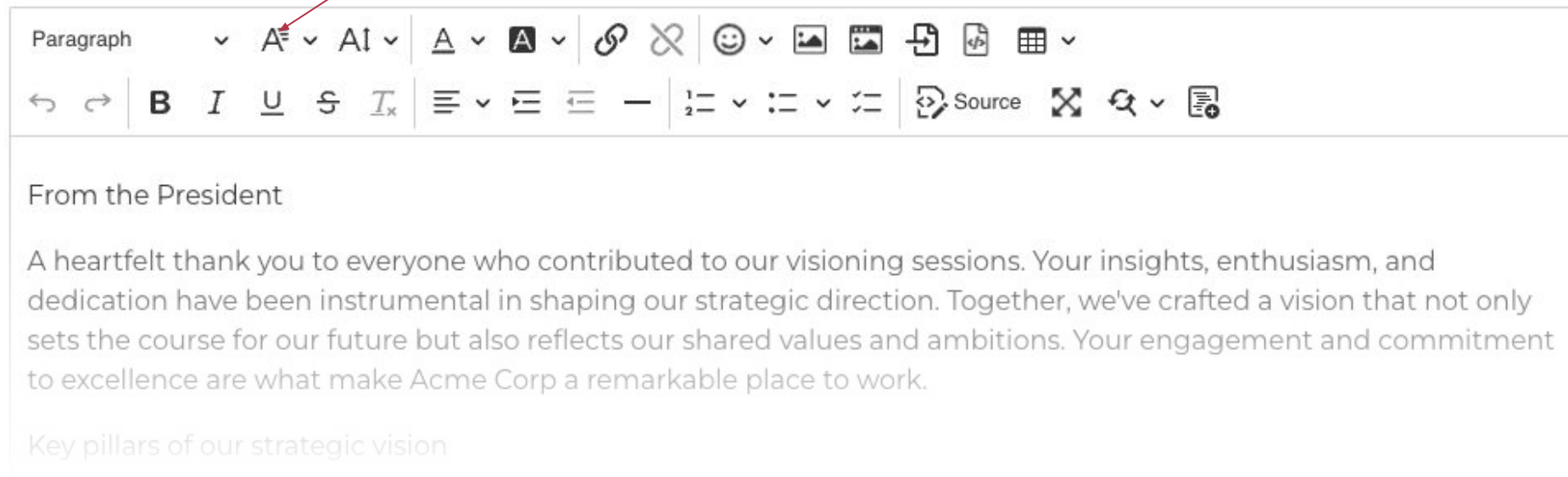
Heading 5

Heading 6

one who contributed to our visioning sessions. Your insights, enthusiasm, and mental in shaping our strategic direction. Together, we've crafted a vision that not only but also reflects our shared values and ambitions. Your engagement and commitment Acme Corp a remarkable place to work.

The editor toolbar

Font families



The image shows a rich text editor interface. At the top is a toolbar with various icons for text formatting and editing. A red box labeled "Font families" points to the font family dropdown menu in the toolbar. Below the toolbar is the text area containing the following content:

Paragraph

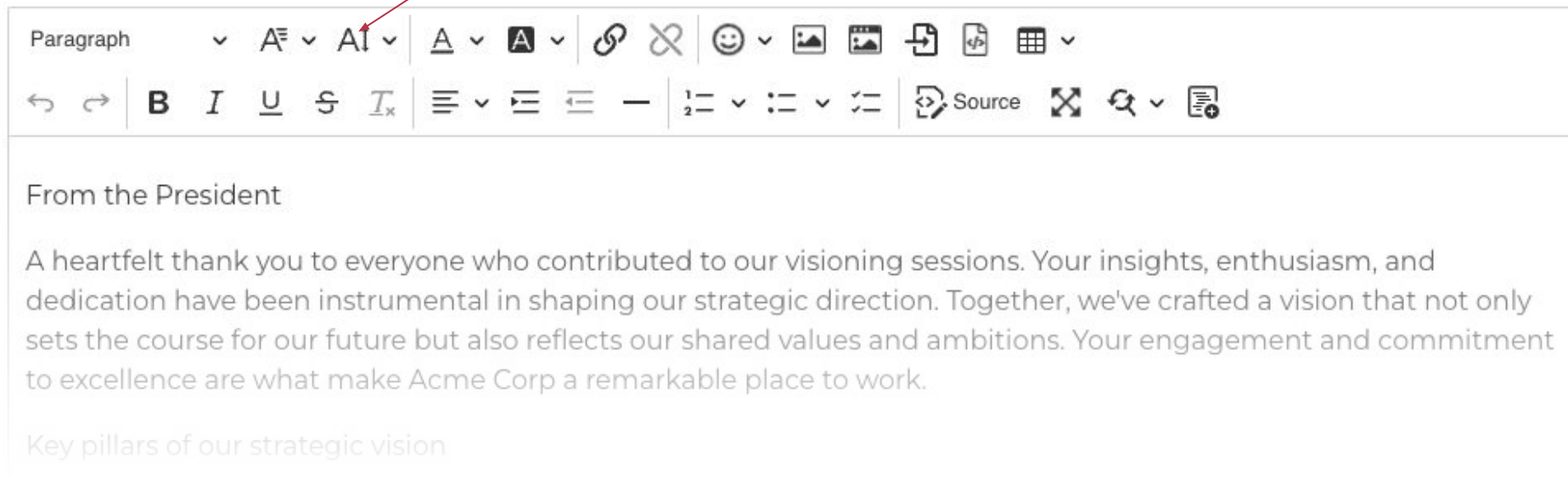
From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

The editor toolbar

Font size



The image shows a rich text editor toolbar with a red callout box labeled "Font size" pointing to the font size dropdown menu. The toolbar is divided into several sections: Paragraph (with a dropdown arrow), Font (with dropdowns for font face and size), Link (with icons for link and unlink), Insert (with icons for emoji, image, video, link, unlink, and table), and a Source section (with icons for source code, fullscreen, undo, redo, and a help icon). The font size dropdown is currently set to 12.

Paragraph ▾ A ▾ A ▾ | A ▾ A ▾ | 🔗 🔗 | 😊 ▾ 🖼️ 🎥 🔗 🔗 | 📄 🔗 ▾

↶ ↷ | **B** *I* U ~~S~~ T | ≡ ▾ ≡ ▾ ≡ ▾ | 12 ▾ : ▾ : ▾ | 🔗 Source 🔗 🔗 ▾ 📄

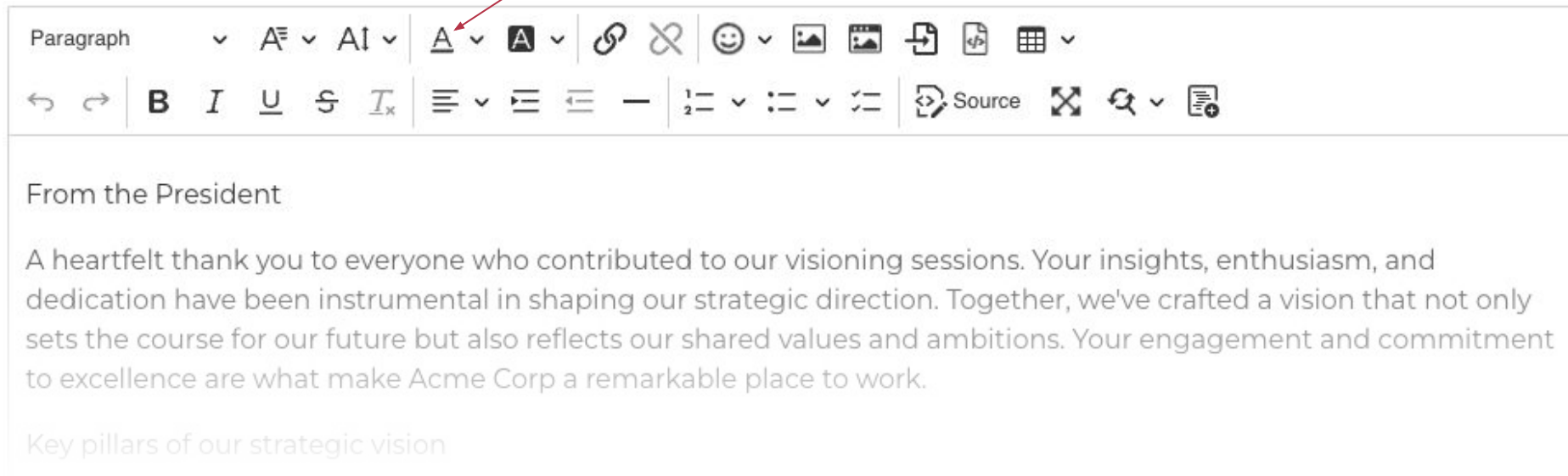
From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

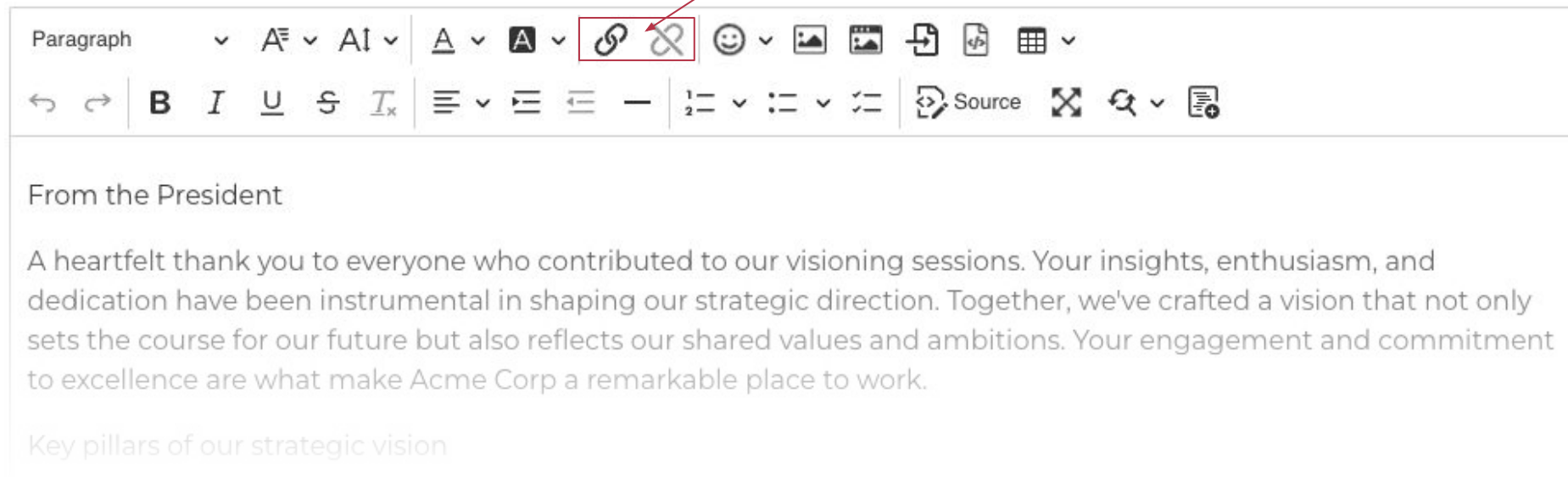
The editor toolbar

Font color



The editor toolbar

Linking tools



The screenshot shows a rich text editor toolbar. The top row includes a 'Paragraph' dropdown, font size and style selectors, text color and background color pickers, and icons for link, unlink, emoji, image, video, insert, link, and table. The bottom row includes undo and redo buttons, bold, italic, underline, strikethrough, and subscript, followed by bulleted, numbered, and list group icons, a horizontal line icon, heading levels, bulleted list, numbered list, and list group icons, a 'Source' code editor icon, a full screen icon, a refresh icon, and a help icon. A red box highlights the link and unlink icons in the top row, and a red arrow points from the 'Linking tools' label to this box.

Paragraph

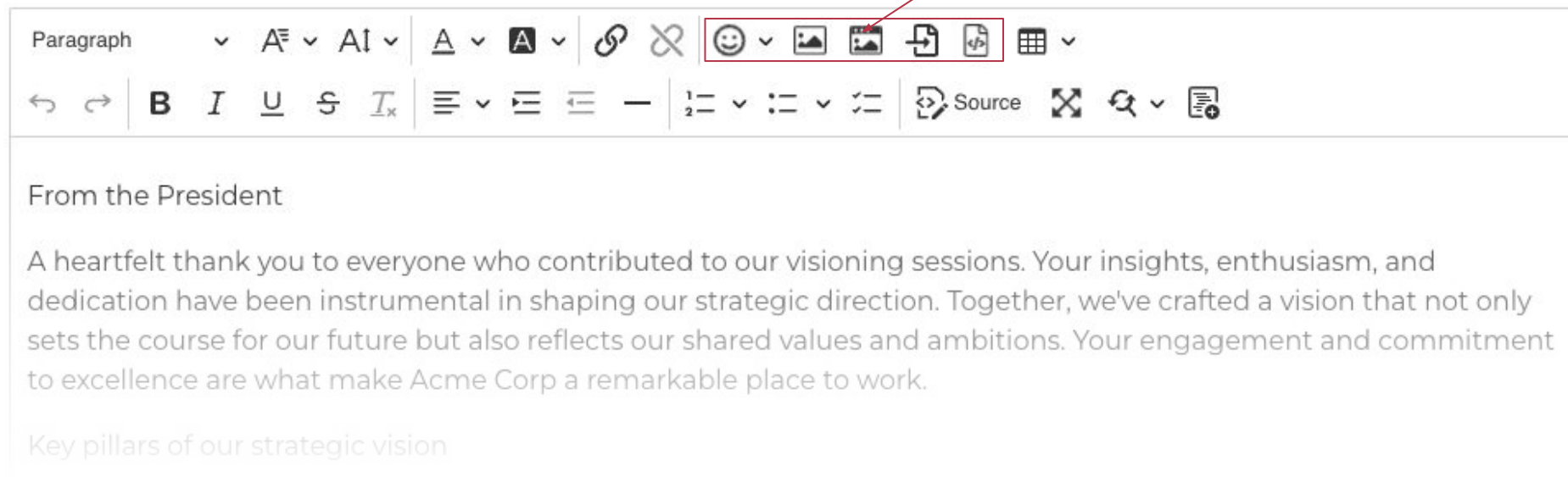
From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

The editor toolbar

Inserting media



Paragraph

↶ ↷ **B** *I* U ~~S~~ T_x ≡ ≡ ≡ — ½ := := := Source ✕ ↺ ↻ 📄

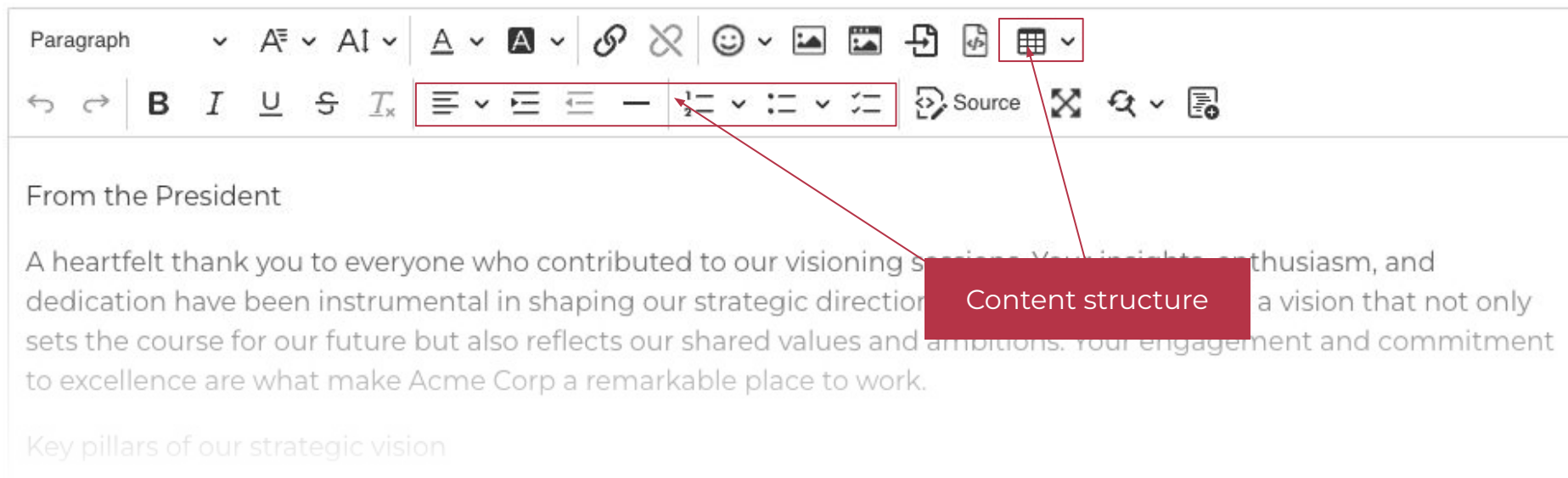
☺ 🖼️ 🎥 📎 📄 📊

From the President

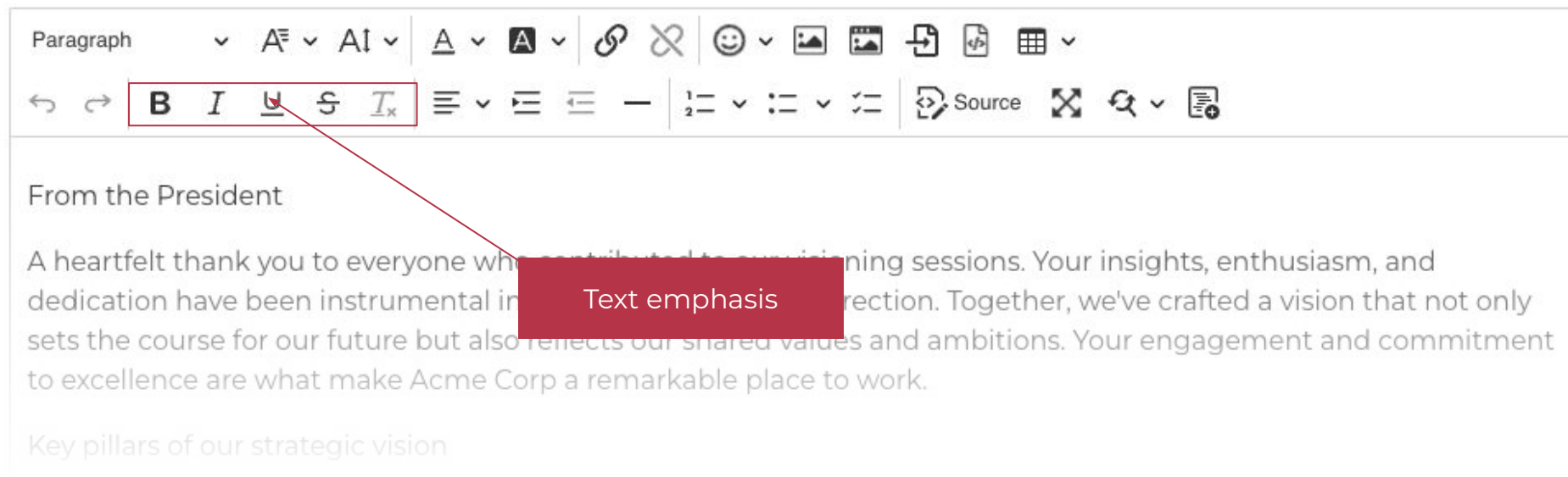
A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

The editor toolbar



The editor toolbar



Paragraph ▾ A ▾ A ▾ | A ▾ A ▾ | 🔗 🔗 | 😊 ▾ 🖼️ 🖼️ | 📄 📄 | 📅 ▾

↶ ↷ **B** *I* U ~~S~~ T_x | ≡ ▾ ≡ ▾ ≡ ▾ | — | ½ ▾ := ▾ := ▾ | 📄 Source ✕ 🔍 ▾ 📄

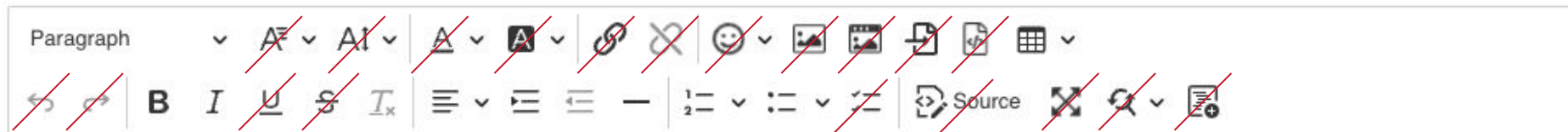
From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in our direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

Text emphasis

The editor toolbar



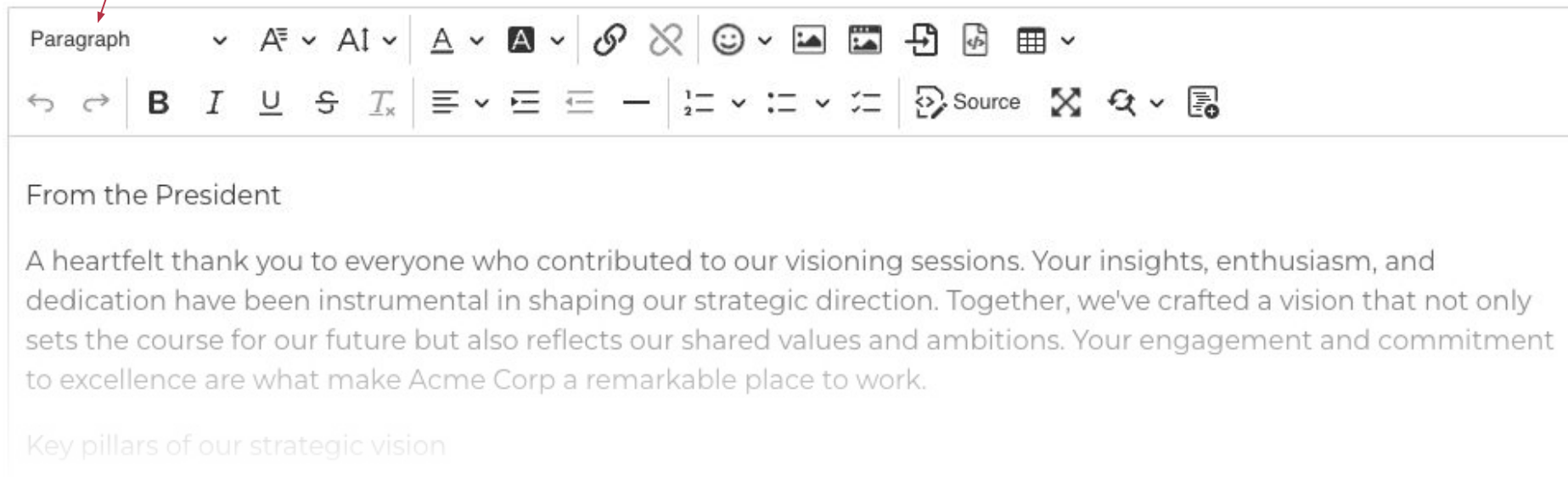
From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

The editor toolbar

Use the **predefined styles** as established by your organization's brand guidelines.



The image shows a rich text editor interface. At the top is a toolbar with various icons for text formatting and editing. A red callout box points to the 'Paragraph' dropdown menu in the toolbar. Below the toolbar is the main content area, which contains the following text:

From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

The editor toolbar

Use the **predefined styles** as established by your organization's brand guidelines.

Paragraph ▾ A ▾ A ▾ | A ▾ A ▾ | 🔗 🔗 | 😊 ▾ 🖼️ 🎥 📎 📎 📅 ▾

↶ ↷ | **B** *I* U ~~ABC~~ _{x2} | ≡ ▾ ≡ ▾ ≡ ▾ | — | ½ ▾ := ▾ := ▾ | <> Source ✕ 🔍 ▾ 📄

From the President

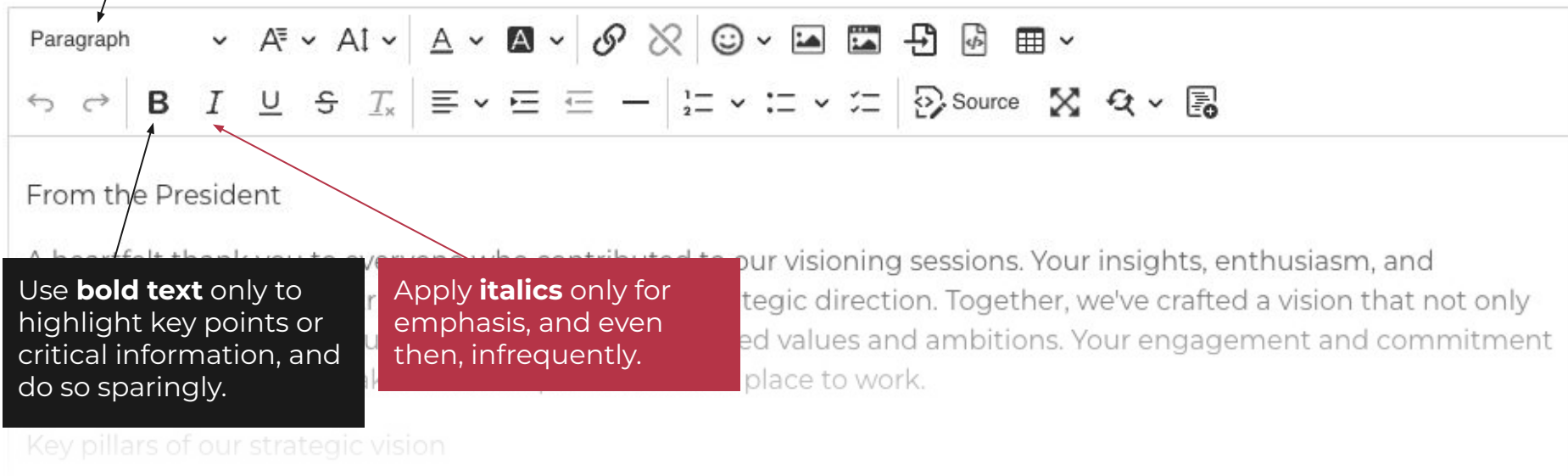
A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and instrumental in shaping our strategic direction. Together, we've crafted a vision that not only future but also reflects our shared values and ambitions. Your engagement and commitment make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

Use **bold text** only to highlight key points or critical information, and do so sparingly.

The editor toolbar

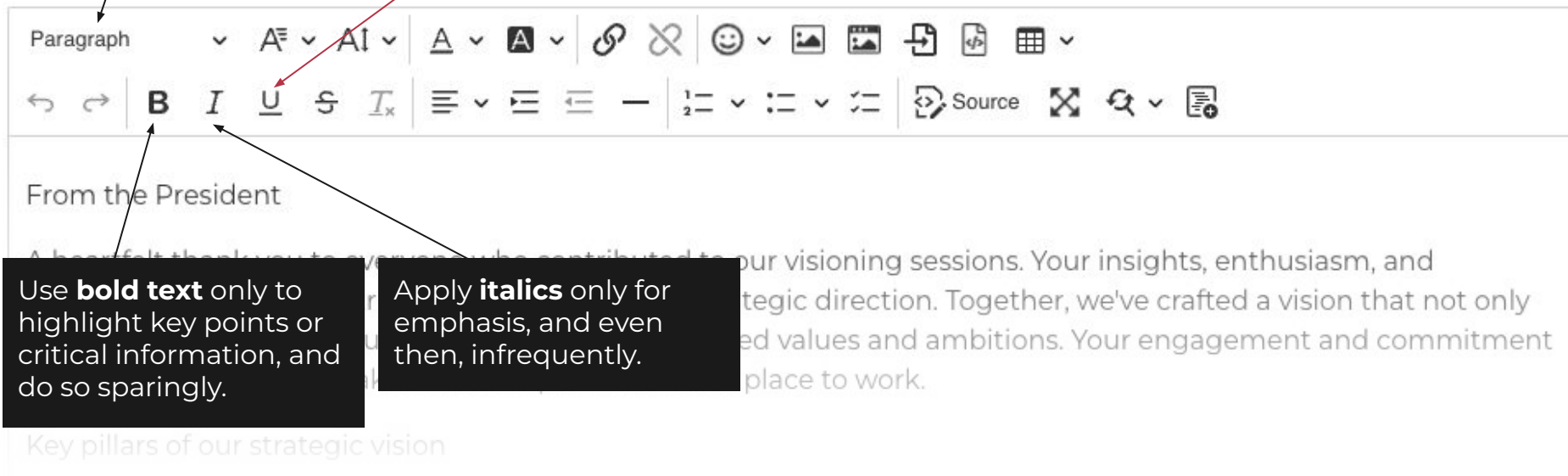
Use the **predefined styles** as established by your organization's brand guidelines.



The editor toolbar

Use the **predefined styles** as established by your organization's brand guidelines.

Avoid underlining text to prevent confusion with hyperlinks

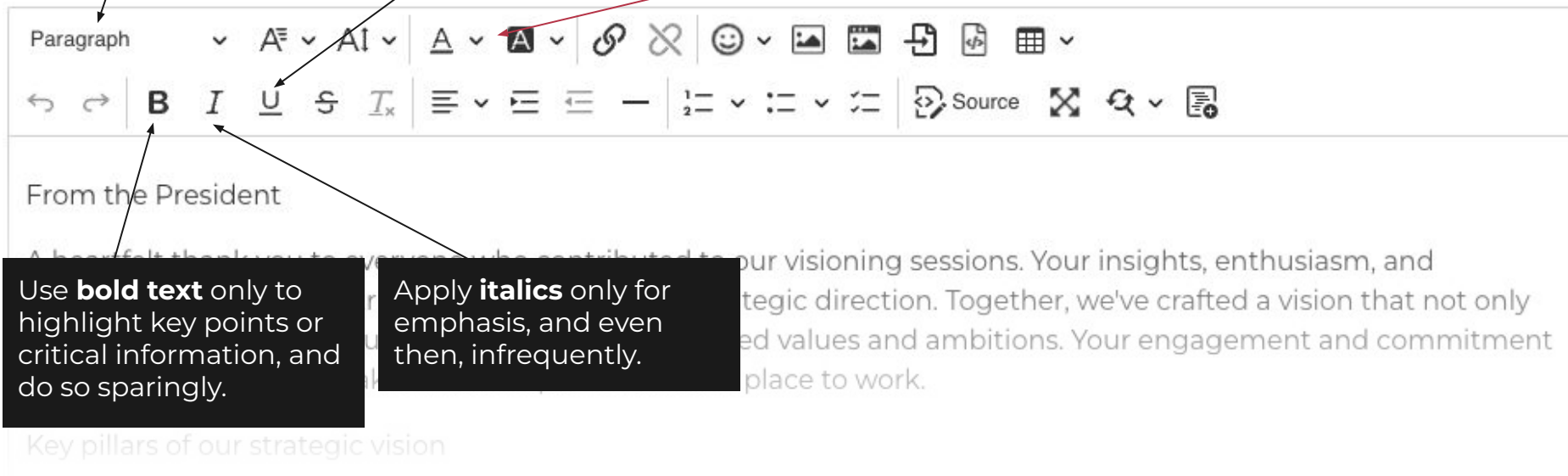


The editor toolbar

Use the **predefined styles** as established by your organization's brand guidelines.

Avoid underlining text to prevent confusion with hyperlinks

Choose one, or at most two, colors for your entire document or presentation, including charts and graphs.



Use **bold text** only to highlight key points or critical information, and do so sparingly.

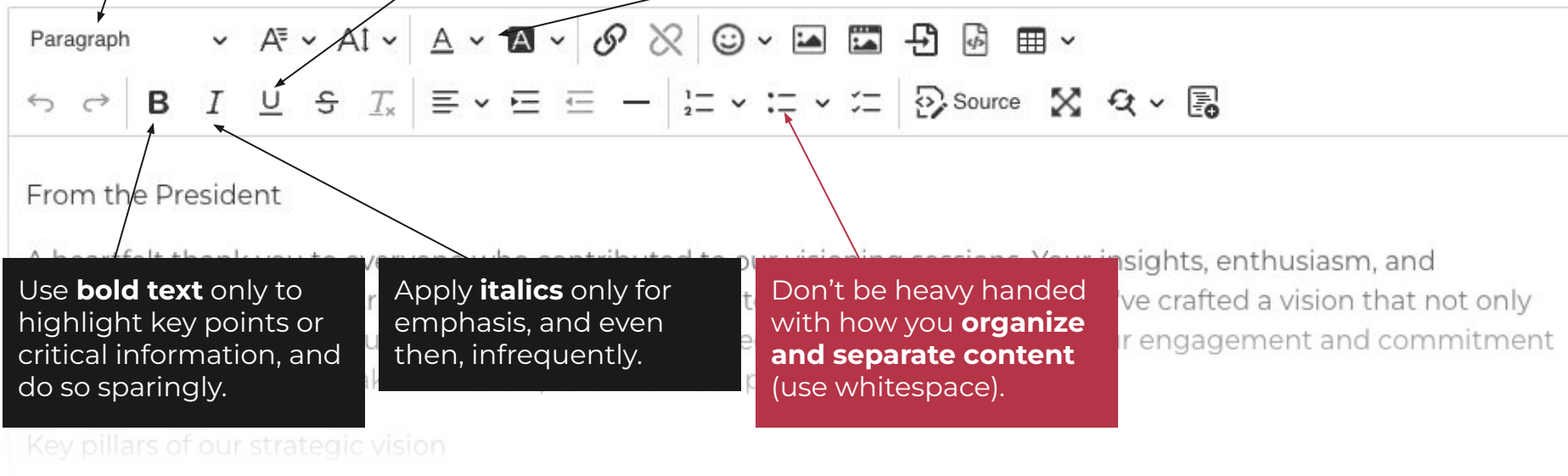
Apply **italics** only for emphasis, and even then, infrequently.

The editor toolbar

Use the **predefined styles** as established by your organization's brand guidelines.

Avoid underlining text to prevent confusion with hyperlinks

Choose one, or at most two, colors for your entire document or presentation, including charts and graphs.



Focus on substance over style.

OLDER POST
Q4 Campaign

← Marketing News

From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

1. Innovation and Market Leadership: Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
2. Customer Excellence and Engagement: Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
3. Sustainability and Employee Empowerment: Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
4. Operational Efficiency and Financial Strength: Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00

Acme Corp's five-year
strategic vision: Building
our future together

OLDER POST
Q4 Campaign

← Marketing News

A heartfelt thank you to everyone who contributed to our visioning sessions.

Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- 1. Innovation and Market Leadership: Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
- 2. Customer Excellence and Engagement: Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
- 3. Sustainability and Employee Empowerment: Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
- 4. Operational Efficiency and Financial Strength: Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product	Launch 3 new	Achieve \$1M in	R&D	\$750,000.00

OLDER POST
Q4 Campaign

← Marketing News

A heartfelt thank you to everyone who contributed to our visioning sessions.

Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- Innovation and Market Leadership:** Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
- Customer Excellence and Engagement:** Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
- Sustainability and Employee Empowerment:** Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
- Operational Efficiency and Financial Strength:** Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product	Launch 3 new	Achieve \$1M in	R&D	\$750,000.00

Hello 80's fans.

Ten years ago a crack commando unit was sent to prison by a military court for a crime they didn't commit.

80 days around the world, we'll find a pot

of gold just sitting
where the rainbow's
ending. Time—we'll
fight against the time,
and we'll fly on the
white wings of
the wind.

There's a voice that keeps on calling me.

Down the road, that's
where I'll always be.
Every stop I make, I
make a new friend.
Can't stay for long, just
turn around and I'm
gone again.

Just the good ol' boys, never meanin'

No harm. Beats all
you've ever saw, been
in trouble with the law
since the day they was
born. Straight'nin' the
curve, flat'nin' the hills.

Strategic Pillars	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
	2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
	2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
	2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
	2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
Future Outlook	2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000.00
	2028	Strategic Partnerships	Form 5 new alliances	Enhance market reach by 12%	Business Development	\$250,000.00

“Useless or optically active grids, boxes and frames around graphs ... vast empty framing areas and grid prisons that surround unexplained and unreadable numbers. Very little chartjunk appears in newspapers, or in major scientific journals—since the content is too important and too complex for fooling around with chartjunk.”

Edward Tufte
Beautiful Evidence

“The setting of tables, often approached with gloom, may with careful thought be turned into work of great pleasure. First, try to do without rules altogether. They should be used only when they are absolutely necessary. Vertical rules are needed only when the space between columns is so narrow that mistakes will occur in reading without rules. Tables without vertical rules look better; thin rules are better than thick ones.”

Jan Tschichold

Asymmetric Typography

Strategic Pillars	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
	2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
	2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
	2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
	2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
Future Outlook	2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000.00
	2028	Strategic Partnerships	Form 5 new alliances	Enhance market reach by 12%	Business Development	\$250,000.00

Minimize formatting

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000.00
2028	Strategic Partnerships	Form 5 new partnerships	Enhance market reach and product	Business Development	\$250,000.00

Minimize formatting

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000.00
2028	Strategic Partnerships	Form 5 new partnerships	Enhance market reach and product	Business Development	\$250,000.00

Minimize formatting

Simplify and clean up data

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000
2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000
2028	Strategic Partnerships	Form 5 new partnerships	Enhance market reach and product	Business Development	\$250,000

<div>Minimize formatting</div> <div>Simplify and clean up data</div> <div>Fit columns to data</div>	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
	2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
	2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
	2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
	2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000
	2028	Brand Awareness	Initiate global marketing campaign	Increase brand recognition by 25%	Marketing	\$450,000
	2028	Strategic Partnerships	Form 5 new partnerships	Enhance market reach and product	Business Dev.	\$250,000

<div>Minimize formatting</div> <div>Simplify and clean up data</div> <div>Fit columns to data</div> <div>Use whitespace</div>	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
	2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
	2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
	2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
	2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000



Castles



Tree houses



Cabins



Top of the world



Design



Beach



Campers



Lakefront



Amazing views



Islands



National parks



OMG!



Filters



Santa Marta de Portuzelo, Portugal ★ 4.9

Built in the 12th century

Apr. 30 – May 6

\$1,766 CAD night



Kilcolgan, Ireland

★ 4.89

7,114 km away

Mar. 20 – 25

\$1,009 CAD night



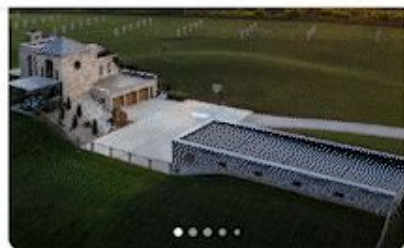
Bree, Ireland

★ 4.94

Built in the 19th century

Sep. 15 – 20

\$2,354 CAD night



Cleveland, Wisconsin, US

★ 5.0

Built in 2013

May 5 – 10

\$1,345 CAD night



Clackmannanshire, UK

★ 4.98

Built in 1890



Cumbria, UK

7,276 km away

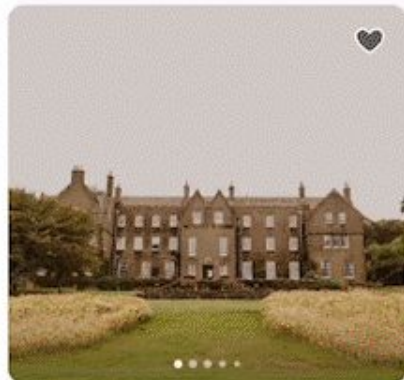
Show map



Angus, UK

★ 4.88

Built in 1860



Portpatrick, UK

★ 5.0

Built in 1904

<div>Minimize formatting</div> <div>Simplify and clean up data</div> <div>Fit columns to data</div> <div>Use whitespace</div>	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
	2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
	2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
	2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
	2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000

<div>Minimize formatting</div> <div>Simplify and clean up data</div> <div>Fit columns to data</div> <div>Use whitespace</div> <div>Use as few rules as possible</div>	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
	2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
	2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
	2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
	2027	Revenue Growth	Expand into	Grow revenue by	Sales	\$600,000

	Acme Corp's five-year strategic plan: A roadmap to our future					
	Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
Minimize formatting	2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
Simplify and clean up data		Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
Fit columns to data	2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
Use whitespace		Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
Use as few rules as possible	2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
		Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
	2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
		Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000

- Minimize formatting
- Simplify and clean up data
- Fit columns to data
- Use whitespace
- Use as few rules as possible

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Est. Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000

Minimize formatting

Simplify and clean up data

Fit columns to data

Use whitespace

Use as few rules as possible

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Est. Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000
	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000
	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000
	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000
	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000

Minimize formatting

Simplify and clean up data

Fit columns to data

Use whitespace

Use as few rules as possible

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Est. Budget
2024	Market Expansion	Enter 2 new markets	Market share +5%	Marketing	\$500,000
	Product Development	Launch 3 new products	\$1M first-year sales	R&D	\$750,000
2025	Customer Satisfaction	New CRM system	Customer sat. +20%	Cust. Service	\$200,000
	Sustainability Goals	Reduce carbon footprint	Emissions -15%	Operations	\$300,000
2026	Technology Leadership	Invest in AI technologies	Lead in 2 indices	Technology	\$500,000
	Employee Development	Leadership program	Internal prom. +10%	HR	\$150,000
2027	Cost Reduction	Optimize supply chain	Costs -10%	Supply Chain	\$400,000
	Revenue Growth	Expand into adjacent markets	Revenue +8%	Sales	\$600,000
2028	Brand Awareness	Global marketing campaign	Brand recognition +25%	Marketing	\$450,000
	Strategic Partnerships	5 new partnerships	Enhance market reach and product	Business Dev.	\$250,000

Acme Corp's five-year
strategic vision: Building
our future together

OLDER POST
Q4 Campaign

← Marketing News

A heartfelt thank you to everyone who contributed to our visioning sessions.

Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- Innovation and Market Leadership:** Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
- Customer Excellence and Engagement:** Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
- Sustainability and Employee Empowerment:** Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
- Operational Efficiency and Financial Strength:** Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Est. Budget
2024	Market Expansion	Enter 2 new markets	Market share +5%	Marketing	\$500,000
	Product Development	Launch 3 new products	\$1M first-year sales	R&D	\$750,000

OLDER POST
Q4 Campaign

← Marketing News

From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

1. Innovation and Market Leadership: Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
2. Customer Excellence and Engagement: Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
3. Sustainability and Employee Empowerment: Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
4. Operational Efficiency and Financial Strength: Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00

OLDER POST
Q4 Campaign

← Marketing News

From the President

A heartfelt **thank you** to everyone who contributed to our visioning sessions. Your **insights, enthusiasm,** and **dedication** have been instrumental in shaping our strategic direction. **Together,** we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your **engagement** and **commitment to excellence** are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

1. **Innovation and Market Leadership:** Fostering a **culture of innovation** to maintain product leadership and expand our market footprint through **strategic entries into new segments and regions.**
2. **Customer Excellence and Engagement:** Enhancing **customer satisfaction** through **outstanding service, engagement strategies, and a commitment to exceeding customer expectations.**
3. **Sustainability and Employee Empowerment:** Embedding **sustainable practices** into our operations and empowering our employees through **development opportunities, fostering a positive and inclusive workplace culture.**
4. **Operational Efficiency and Financial Strength:** Driving **operational excellence and efficiency** to support **financial health and sustainable growth,** underpinned by **strategic investments and prudent financial management.**

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
------	---------------------	-----------------	-----------------	------------	------------------

Home

Departments

BEFORE

Acme Corp's five-year strategic vision: Building our future together

OLDER POST
Q4 Campaign

Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Wil Arndt · Updated Mar 19, 2024

👍 4 📄 📧 ⋮ Edit + Add

From the President

A heartfelt thank you to everyone who contributed to our visioning sessions. Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- Innovation and Market Leadership:** Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
- Customer Excellence and Engagement:** Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
- Sustainability and Employee Empowerment:** Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
- Operational Efficiency and Financial Strength:** Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Estimated Budget
2024	Market Expansion	Enter 2 new markets	Increase market share by 5%	Marketing	\$500,000.00
2024	Product Development	Launch 3 new products	Achieve \$1M in first-year sales	R&D	\$750,000.00
2025	Customer Satisfaction	Implement new CRM system	Improve customer satisfaction by 20%	Customer Service	\$200,000.00
2025	Sustainability Goals	Reduce carbon footprint	Decrease emissions by 15%	Operations	\$300,000.00
2026	Technology Leadership	Invest in AI technologies	Lead in 2 innovation indices	Technology	\$500,000.00
2026	Employee Development	Launch leadership program	Increase internal promotions by 10%	HR	\$150,000.00
2027	Cost Reduction	Optimize supply chain	Reduce costs by 10%	Supply Chain	\$400,000.00
2027	Revenue Growth	Expand into adjacent markets	Grow revenue by 8%	Sales	\$600,000.00
2028	Brand Expansion	Initiate global expansion	Increase brand awareness by 20%	Marketing	\$1,500,000.00

Home

Departments

AFTER

Acme Corp's five-year strategic vision: Building our future together

OLDER POST
Q4 Campaign

Marketing News

Acme Corp's five-year strategic vision: Building our future together

Posted by Wil Arndt · Updated Mar 20, 2024

👍 4 📄 📧 ⋮ Edit + Add

A heartfelt thank you to everyone who contributed to our visioning sessions.

Your insights, enthusiasm, and dedication have been instrumental in shaping our strategic direction. Together, we've crafted a vision that not only sets the course for our future but also reflects our shared values and ambitions. Your engagement and commitment to excellence are what make Acme Corp a remarkable place to work.

Key pillars of our strategic vision

- Innovation and Market Leadership:** Fostering a culture of innovation to maintain product leadership and expand our market footprint through strategic entries into new segments and regions.
- Customer Excellence and Engagement:** Enhancing customer satisfaction through outstanding service, engagement strategies, and a commitment to exceeding customer expectations.
- Sustainability and Employee Empowerment:** Embedding sustainable practices into our operations and empowering our employees through development opportunities, fostering a positive and inclusive workplace culture.
- Operational Efficiency and Financial Strength:** Driving operational excellence and efficiency to support financial health and sustainable growth, underpinned by strategic investments and prudent financial management.

Acme Corp's five-year strategic plan: A roadmap to our future

Year	Strategic Objective	Key Initiatives	Success Metrics	Department	Est. Budget
2024	Market Expansion	Enter 2 new markets	Market share +5%	Marketing	\$500,000
	Product Development	Launch 3 new products	\$1M first-year sales	R&D	\$750,000
2025	Customer Satisfaction	New CRM system	Customer sat. +20%	Cust. Service	\$200,000
	Sustainability Goals	Reduce carbon footprint	Emissions -15%	Operations	\$300,000
2026	Technology Leadership	Invest in AI technologies	Lead in 2 indices	Technology	\$500,000
	Employee Development	Leadership program	Internal prom. +10%	HR	\$150,000
2027	Cost Reduction	Optimize supply chain	Costs -10%	Supply Chain	\$400,000
	Revenue Growth	Expand into adjacent markets	Revenue +8%	Sales	\$600,000

Bad design gets in the way.

But Wil, what if my content
isn't good?

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

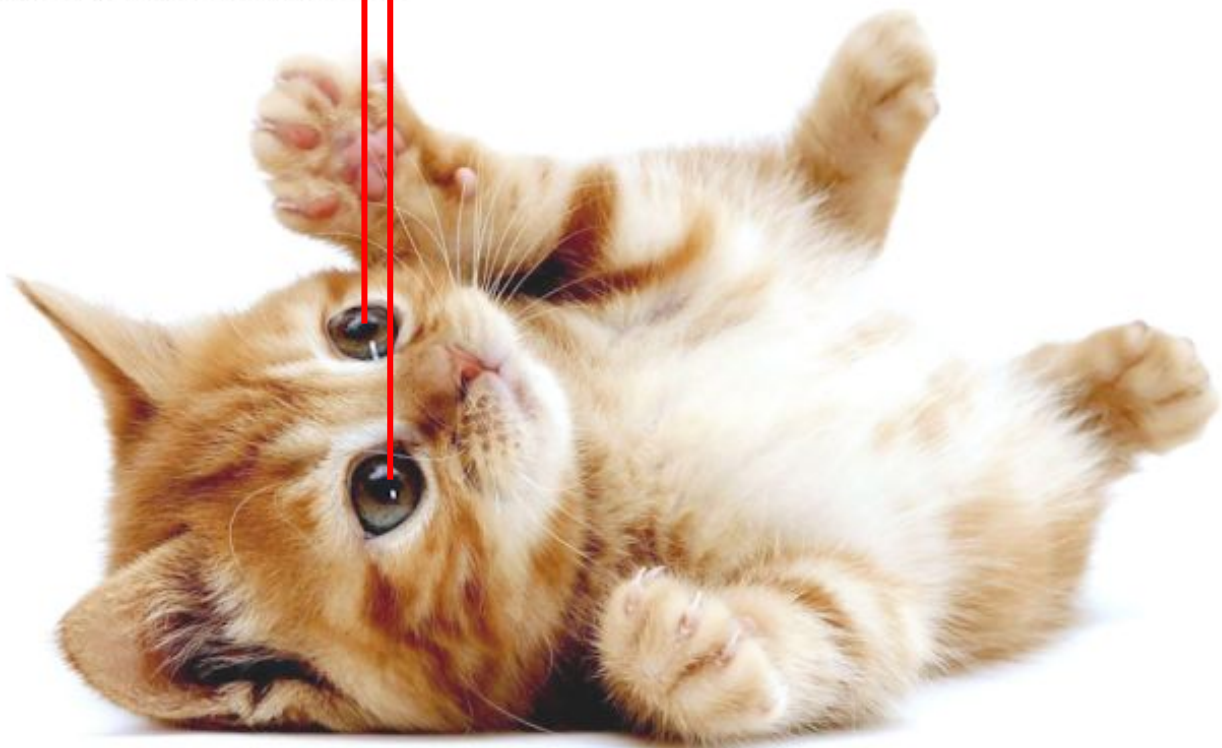
[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

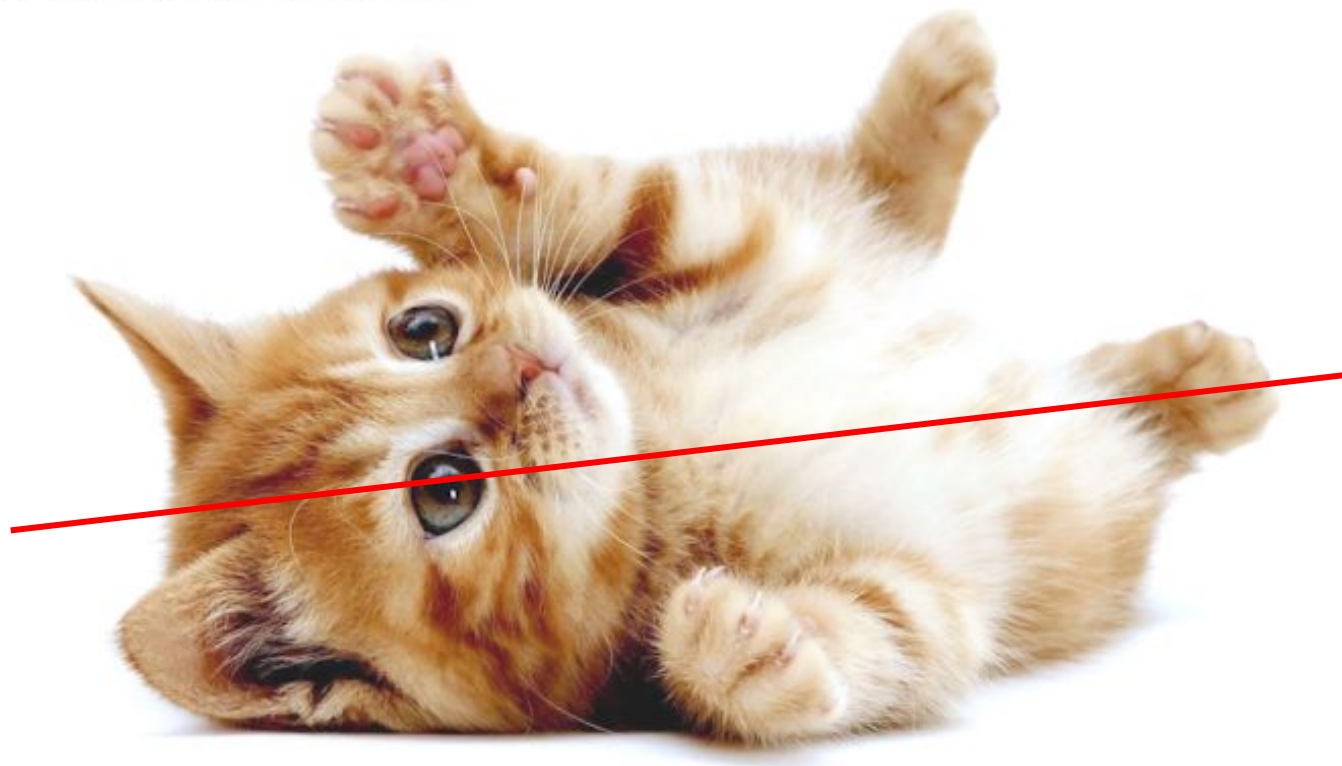
[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

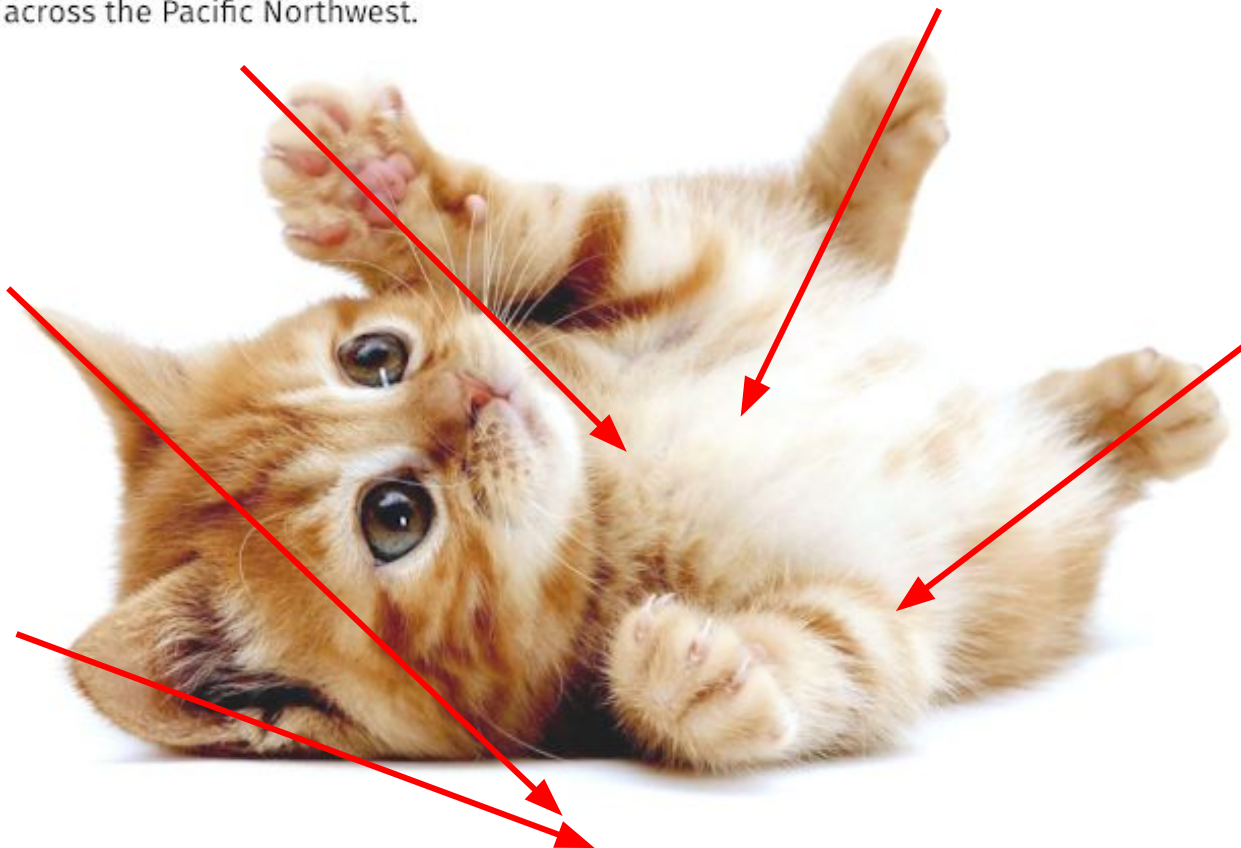
[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

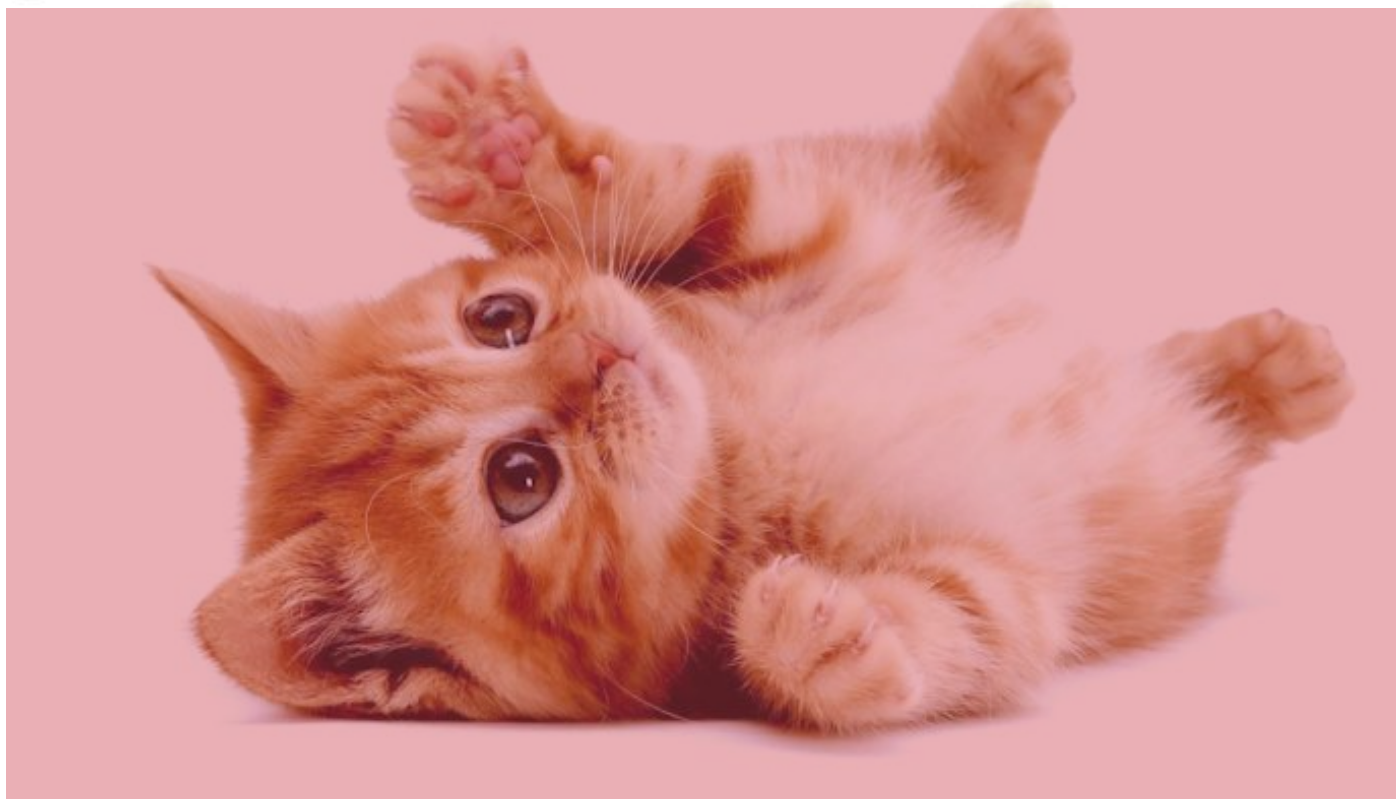
[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

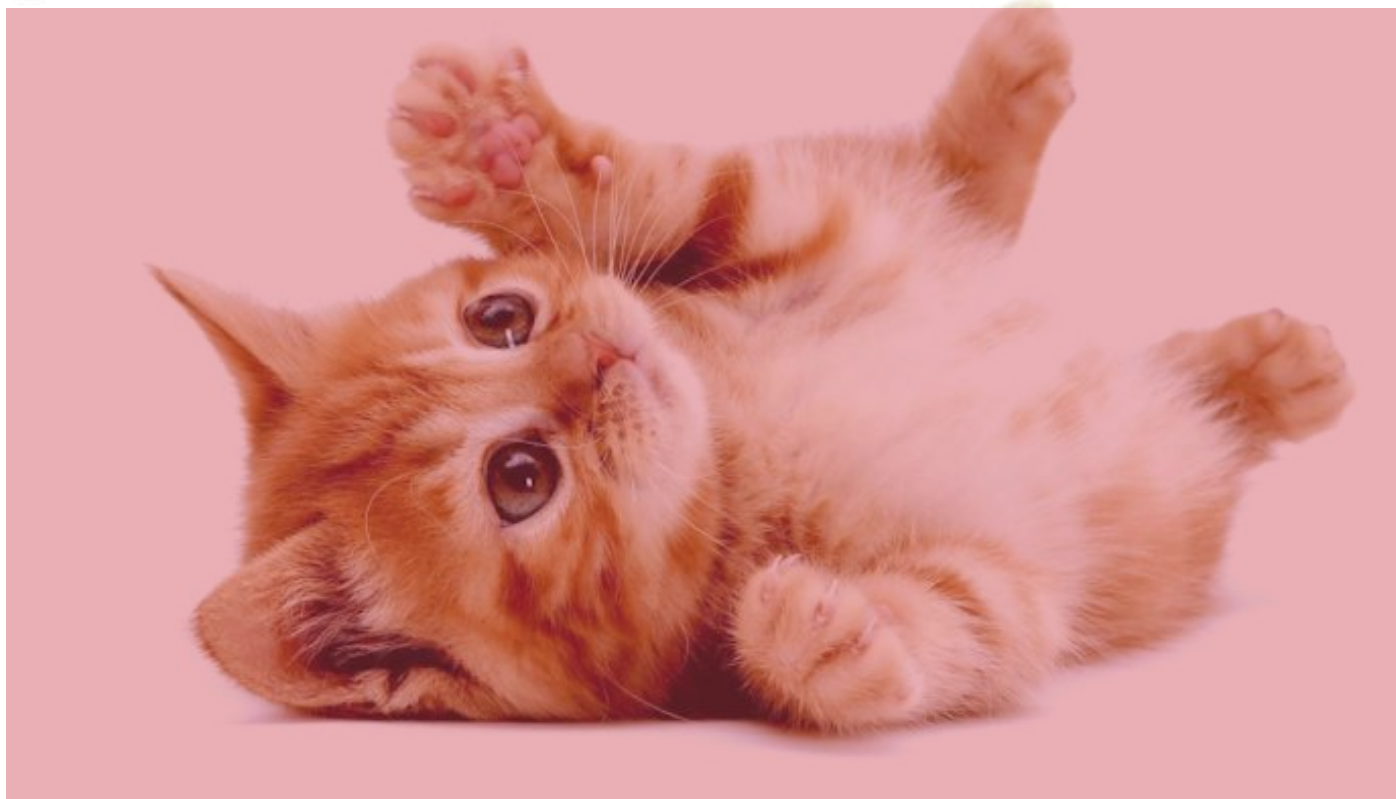
[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

NEWER POST

[April Newsletter - Pacific Credit Union](#)

OLDER POST

[DUPLICATE OF Launching the 2017 Strategic Vision](#)[← Company News](#)

Poll

[Add](#)

How well do you understand your role in delivering the strategic vision?

- ☐ I'm 100% confident
- ☐ I'm fairly confident, but could use a bit more info.
- ☐ I understand the vision, but i'm not sure how my role fits in
- ☐ I don't understand the vision and need more information

[Vote](#)[Like](#) • [Comment](#)

Thank you to all employees who contributed to our strategic visioning sessions. We've listened to your feedback, talked to our members, and devised a strategic action plan to continue our growth across the Pacific Northwest.



Key Pillars of our Strategic Plan

The most fundamental
principle of design:

The most fundamental
principle of design:

KITTENS

Review

Topics covered

Frames of reference

Scale

Colour

Vectors

Vector directions

Screen forces

Hierarchy

Rhythm

Patterns

Legibility vs. Readability

Reviews

ThoughtFarmer

Topics covered

Frames of reference

Scale

Colour

Vectors

Vector directions

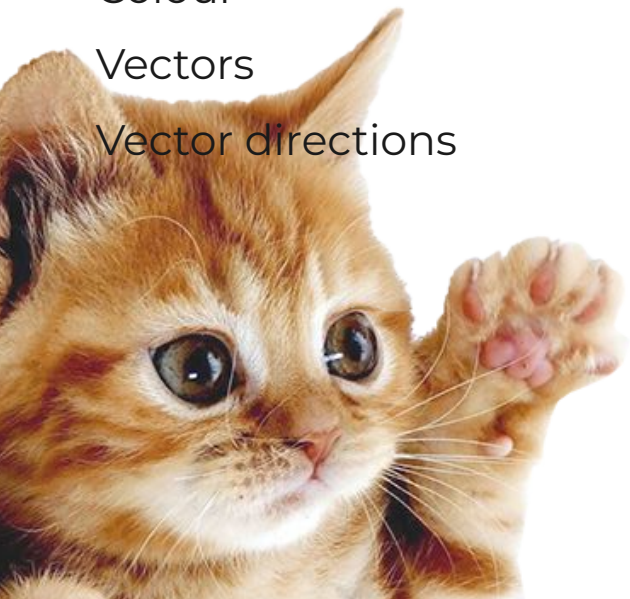
Screen forces

Hierarchy

Rhythm

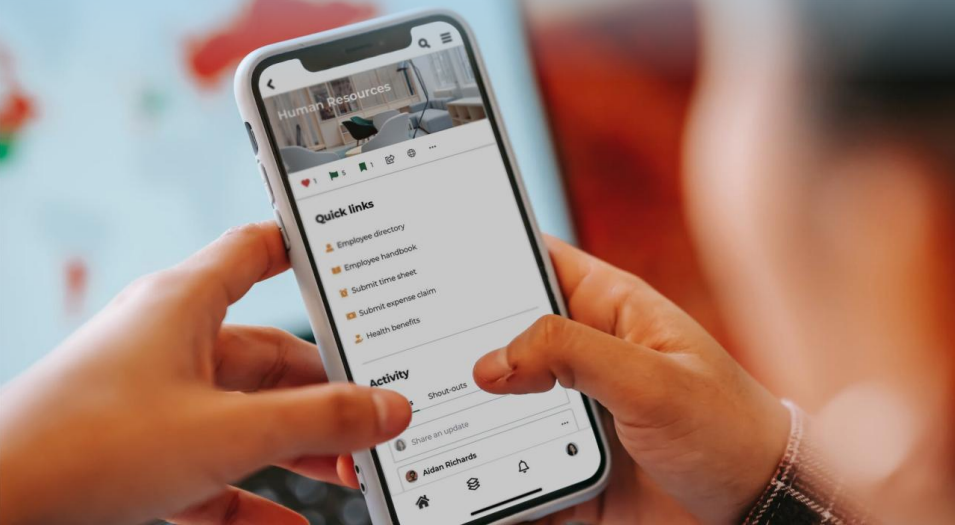
Patterns

Legibility vs. Readability



Reviews

Design resources



Illustrations and graphics

toools.design

Stock photography

unsplash.com

pexels.com

Inspiration

dribbble.com

[10 Award Winning Intranets](#)





Enjoyed this webinar?
**Share your thoughts in the
chat and tell us what topics
you'd like us to cover next!**

Agenda

ThoughtFarmer

What is good design?



Design school in 15 minutes



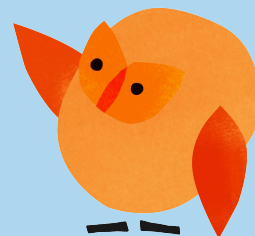
Let's see this in action



Let's apply this!



Q+A



ThoughtFarmer

Where Teams + Ideas Grow 