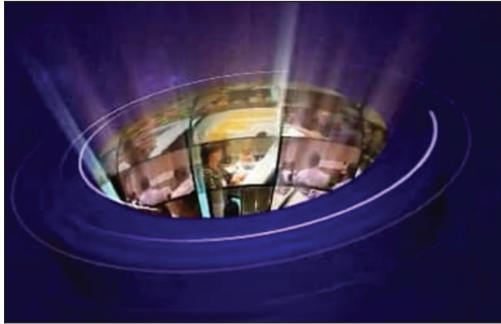


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Building Collaboration, Cooperation and Innovation in an Industry Association



The Vision Council represents the manufacturers and suppliers of the eye health industry, serving as the national voice for vision care products and services. It is a member-driven organization that strives to advance the industry through education, advocacy, consumer outreach, strategic relationship building, and industry forums.

The Challenge

Vision health awareness was low and the number of people getting comprehensive yearly eye exams suffered because of mixed/weak messaging. All members agreed on the importance of eye exams. However, 15 years of fragmentation existed when it came to agreeing on the content and organizational framework for communicating this important message to the general public.

The Solution

The team, led by Bernard Mohr, designed and managed an industry-wide, work innovation process aimed at building consensus and co-creating a common and meaningful message. The Vision Council leadership contributed to planning the strength-focused process, which brought together diverse industry representatives including ophthalmologists, optometrists, opticians, manufacturers, and federal regulators, as well as participants from National Institutes of Health (NIH) and executive leadership at several organizations specifically dedicated to preventing blindness.

Over the course of a two-day summit, skepticism, doubt, and differences were replaced with possibility, cooperation, collaboration, and innovation. Participants interviewed each other, shared stories, envisioned the future, and came to agreement on both the content of a new public service health message as well a new organizational framework to carry the message forward.

Some Results

- **All stakeholders agreed on core elements of a public service eye health message for the first time, ever.**
- **A completely new organization, the Foundation for Eye Health Awareness, was funded and created by participants in the process.** This Foundation promotes awareness about the

importance of eye health. It has become the messenger of the popular *Think About Your Eyes* campaign – a multi-faceted campaign including television, radio, online, and social media communications aimed at increasing the number of comprehensive yearly eye exams and vision health awareness.

- **In the year after its launch in 2010, *Think About Your Eyes*:**

- a) **Reached more than 22 percent of the U.S. population** resulting in about 1.6 million comprehensive eye exams (more than 6 percent improvement).
- b) **Lead to a 36 percent improvement** in the number of new patients scheduling comprehensive eye exams.

The Bottom Line

The overall result of the project: **eye-care professionals have detected more than 300,000 incremental cases of potentially blinding eye diseases.**

The Vision Council created a video to document their experience in using the strengths-based approach of Appreciative Inquiry. In their own words, they describe the steps taken and the successes realized by the project. Click here to watch the video: <https://vimeo.com/479115360/e380888a29>

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