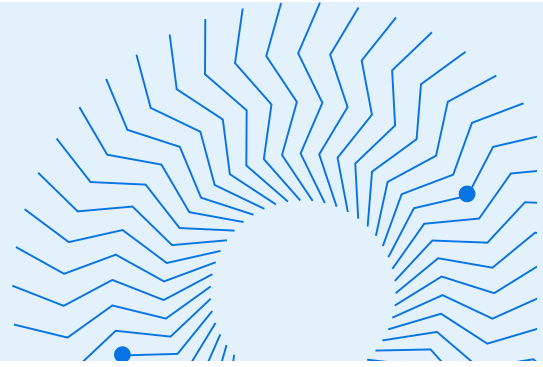


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Ambition Setting

A creative warm-up to unlock shared purpose



This exercise brings your legal leadership team together to envision your department's future through images rather than words. By stepping away from typical strategic planning language, you'll tap into creative thinking and build genuine alignment around what success looks like for your team.

The concept of ambition setting

The Ambition Setting Exercise asks your leadership team to imagine they're curating an exhibition one year from now that showcases your legal department's transformation and progress. Working together, the team selects 8-10 images (or objects) that represent the achievements and characteristics they want to celebrate. The discussion about why certain images resonate reveals shared values, aspirations, and priorities that form the foundation of your department's ambition.

The rationale

Most strategic planning sessions start with abstract discussions that can feel disconnected from day-to-day reality. This visual, collaborative approach gets people thinking creatively rather than defensively and surfaces what your team truly values without jargon. This creates buy-in through shared ownership of the vision and produces memorable, tangible representations of your ambition that resonate more than mission statements.

Success factors

A full explanation of how to run this exercise is found in the [“how to” guide](#). It can be quick (allow 30 minutes) and works best with around 5-8 people and facilitated by someone independent to your team but who understands what you're trying to accomplish. This exercise can be run as the opening activity when you're ready to define or refresh your department's strategic direction.

The output—your selected images and rationale—becomes the raw material for translating your ambition into clear, actionable goals. The images your team chooses and the stories they tell about them reveal more about your shared ambition than any mission statement drafted in isolation.

Remember: This isn't about landing on a perfectly polished mission statement during the workshop; it's about unlocking the creative thinking that makes meaningful goal-setting possible.

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Value Alignment Toolkit

Access toolkit



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