



**Half Day Experiential  
Workshop**

# The Design of Flourishing Enterprises: A Visual Studio Approach

**How can we create businesses that are financially rewarding, socially responsive, and environmentally regenerative — flourishing business? In this workshop we will explore and experience a new visual studio approach to designing flourishing business.**

In this half-day workshop you will develop an understanding of and then experience a new collaborative visual design process to create business models for flourishing enterprises. The objective of this new approach is to enable leaders and collaborative teams to systematically envision and design the factors necessary to facilitate transformation toward strongly sustainable outcomes [1]. This workshop introduces collaborative, visual sense making tools and processes developed at OCAD University by the [Strongly Sustainable Business Model Group](#) – specifically the [Flourishing Business Canvas](#).

Come discover next-generation collaborative visual design tools for modeling flourishing enterprises in any sector. At this workshop you will:

- Learn and understand an innovative approach to co-creating business models for flourishing enterprises, based on economic, social, and environmentally-effective design principles
- Gain an expanded appreciation of the challenges facing leaders as they move their organizations toward flourishing, and a set of tools for designing resolutions to those challenges
- Discover the next generation collaborative visual model design tools for modelling flourishing enterprises in any sector
- Be equipped to begin use the tool after the workshop in the evaluation of existing enterprises, and to envision new initiatives

You will explore the elements of a new language to describe, discuss and tell stories about the business models of flourishing enterprises. In small groups we will discover the challenges imposed on current business models by current socio-cultural-economic norms, and review some key future concept required for flourishing business models. Participants will explore how the elements of this language are structured in the Flourishing Business Canvas visual design tool.

Continuing to work in small groups, you will deepen your understanding of this new language by working with a case study of a food processing business which is striving to create a range of flourishing outcomes for its many stakeholders ([a certified Benefit Corporation](#)). The case will be explored through the use of the Flourishing Business Canvas that enables the description, evaluation, diagnosis, assessment, design and stories about flourishing businesses. Participants will take away their own worked example for further exploring the dynamics and business models for their own flourishing enterprise.

To close, you will be invited to share in an appreciative design critique of the tools, and offer feedback for its evolution and further development.

## About the Facilitators

**Antony Upward** is a recent graduate of York University with a Masters of Environmental Studies in Business Model Design and Sustainability. He is a Certified Management Consultant with 26 years' experience in the design and implementation of management information systems for companies such as Apple, Bell Canada, CGI and AT&T. Anthony is an OCAD University Industry Partner and a co-founder of sLab's Strongly Sustainable Business Model Group. He is a Sustainability Business Architect and Principal of Edward James Consulting Ltd., a flourishing enterprise design consultancy in Toronto.

**Stephen Davies** is Managing Director of Transformation by Design, a business design consultancy based in Toronto. His practice is powered by 25+ years of management consulting experience across a wide variety of sectors. Mr. Davies teaches Strategy Development in OCAD University's MDes Strategic Foresight & Innovation program. He is a Certified Master Designer and Facilitator for the Team Syntegrity process invented by Professor Stafford Beer, the founder of Management Cybernetics.

[1]Strong sustainability, a term defined by Ecological Economists, defines the conditions for a flourishing and resilient society. Resilient, strongly sustainable society is defined as “the possibility for human and all other life to flourish on this planet forever” – John Ehrenfeld, MIT