Elements of the Obeya

The heart of the Obeya is what is made visible. Traditionally, this is a set of wall panels or large screens arranged logically, so that everyone can follow the story from strategy to execution. In the context of digital transformation, a typical Obeya might include:

0. **Obeya principles** - A set of principles that all participants in the Obeya comprehend, adopt, and uphold.

1. **Vision and Strategic goals** - A clear summary of the organisation's mission, long-term ambitions, and chosen priorities. With the Business strategy's key milestones, programmes, and initiatives.

2. **Digital Grand strategy and Operational strategies** - The digital ambitions and transformation roadmap, linked to the business strategy.

3. **Success factors and KPIs** - Derived from earlier steps in the strategy game. Presented as a balanced set of leading and lagging indicators. Baselines and targets to show progress over time.

4. **Initiatives and Projects** - A portfolio overview: which projects are active, who owns them, and where they stand.

5. **Results and Progress** - Quantitative data on results and qualitative feedback from employees and/or customers. All visually presented in graphs and charts.

6. **Problem-solving** - A space to capture issues, bottlenecks, and dependencies. Ownership and next actions clearly assigned.

7. **Learning and Improvement** - Lessons learned, retrospective notes. A space for celebrating successes and recognising achievements.

Whether physical or digital, the layout matters: it should tell a coherent story from *strategy* (why we do this), through *tactics* (how we approach it), down to *execution* (what we are doing now).