

ANGULAR MEASUREMENT OF THE DIAGRAMS.

E	F	G	H	I	K	L	M
200	.166	.143	.125	.111	.100	.091	.083
400		.285	.250	.222	.200	.182	.166
600		.428	.375	.333	.300	.272	.249
800		.571	.500	.444	.400	.363	.333
1000		.714	.625	.555	.500	.454	.416
		.857	.750	.666	.600	.545	.500
		1.000	.875	.777	.700	.636	.583
			1.000	.888	.800	.727	.666
				1.000			.750
							.833
							.916
							1.000

# VISION CRAFTING

THE ELEMENTS AND PRACTICE OF CREATING A COMPELLING VISION

UXPA BOSTON 2024 | IRA F. CUMMINGS | 24.05.10

# WHO I AM

## Ira F. Cummings

Founder & Principal  
Ira Cummings Studio

[iracummings.com](http://iracummings.com)



Fig. 18.

AFG  
DE  
A<sub>i</sub>

# THE IMPORTANCE OF HAVING A VISION

**WITHOUT A VISION,  
YOU'RE SET UP FOR FAILURE.**

A<sub>1</sub>FG  
DE

**PURPOSE**

# ALIGN & INSPIRE

Fig. 20.

# TODAY'S PURPOSE

Learn the process  
& practice



Fig. 18.

A<sub>1</sub>FG  
DE

# THIS IS A TEAM SPORT



Fig. 18.

AFG  
DE  
A<sub>i</sub>

AFG  
DE  
A<sub>i</sub>

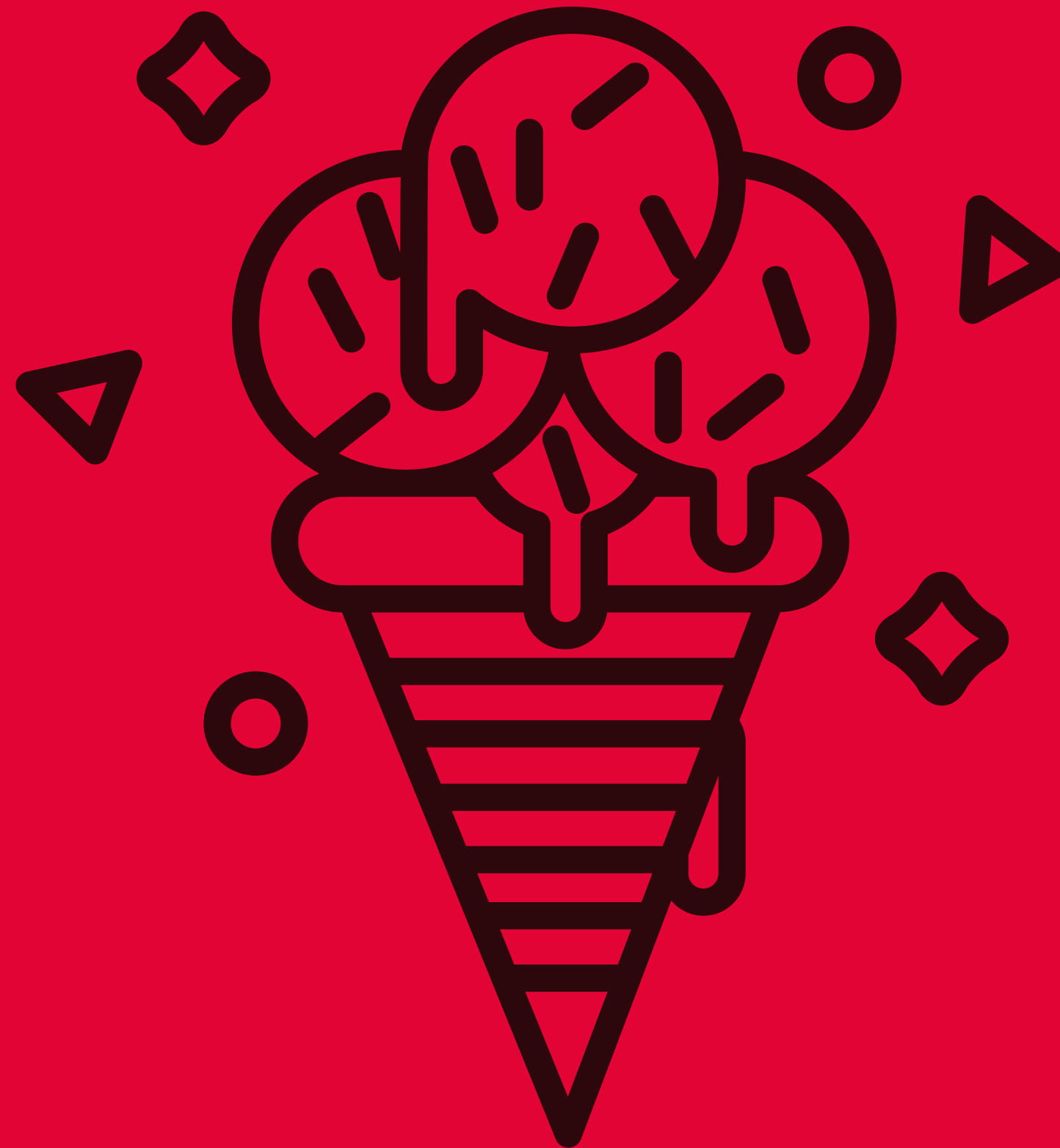
OVERVIEW

# ELEMENTS OF A VISION

Fig. 20.

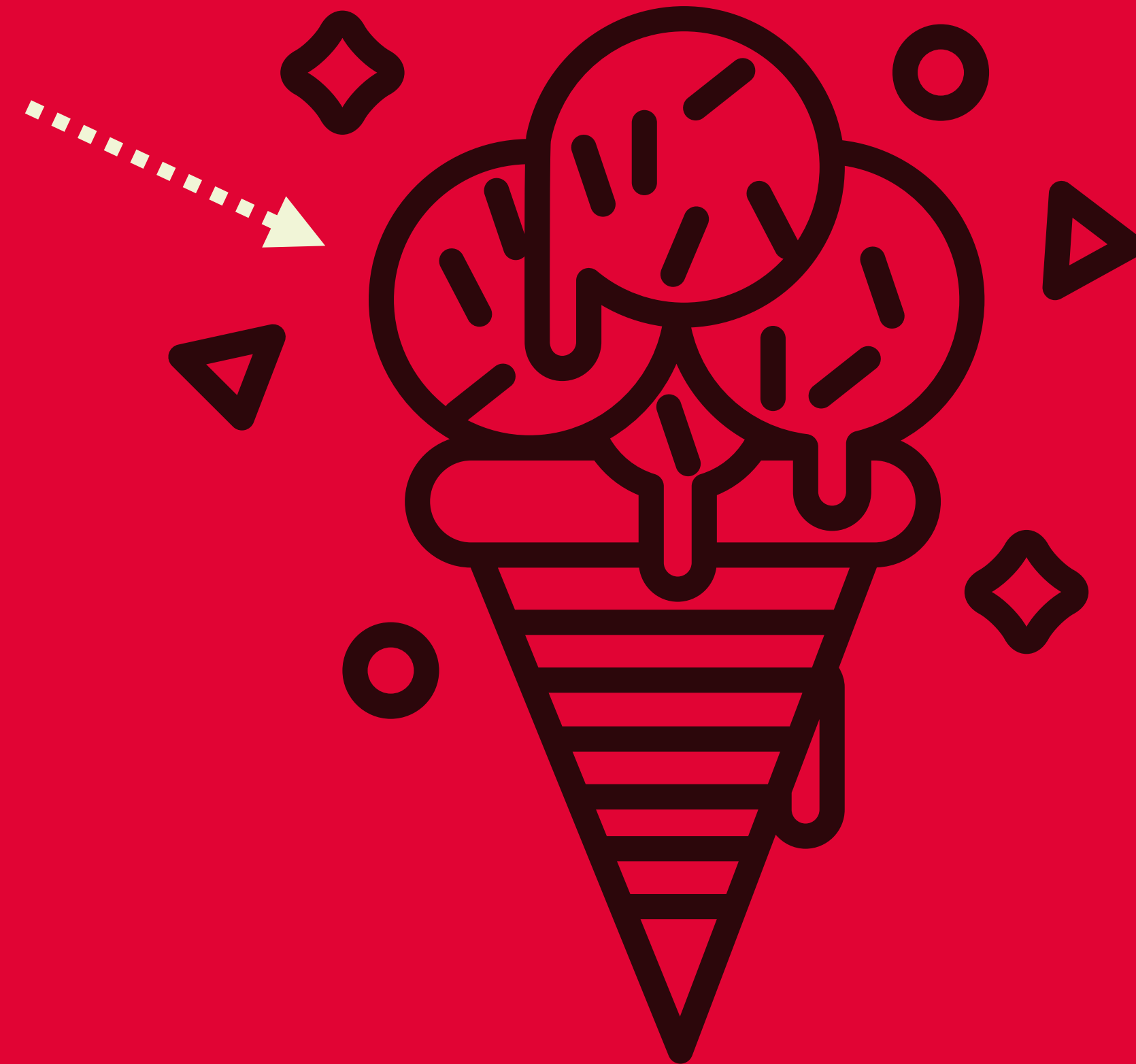


# VISION



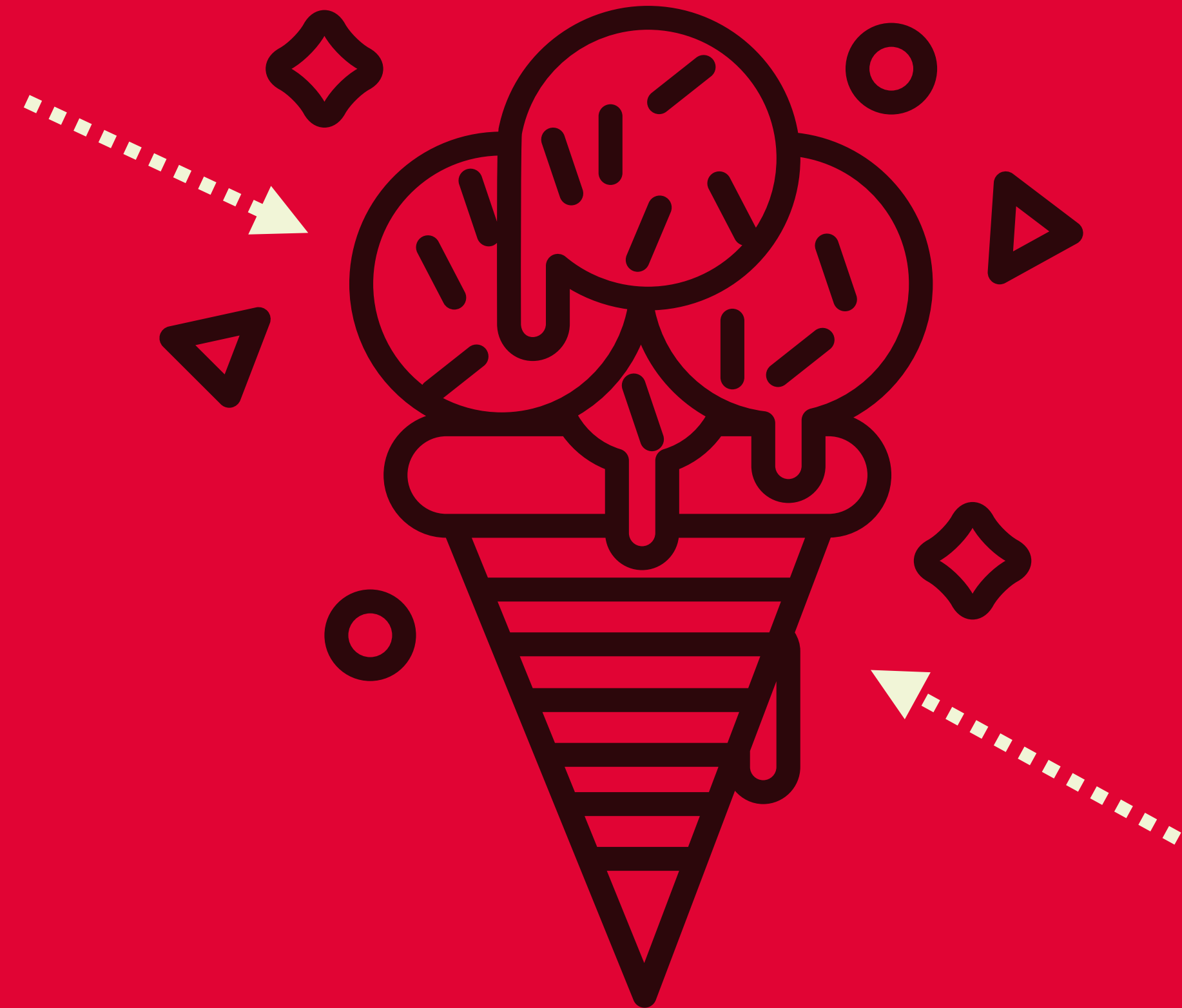
# VISION

CONCEPT



# VISION

# CONCEPT



# STORY

# THE CONCEPT



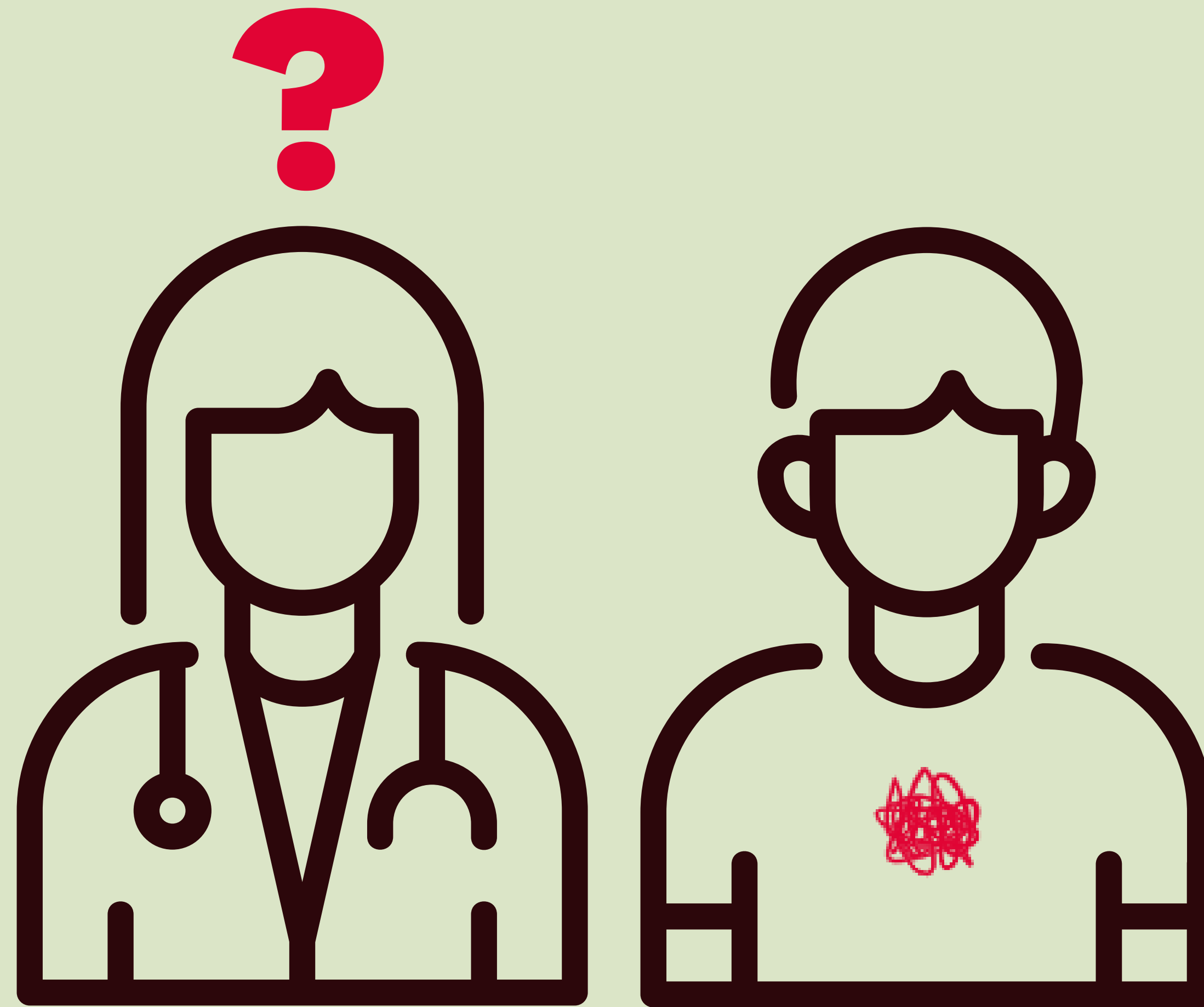
# THE STORY



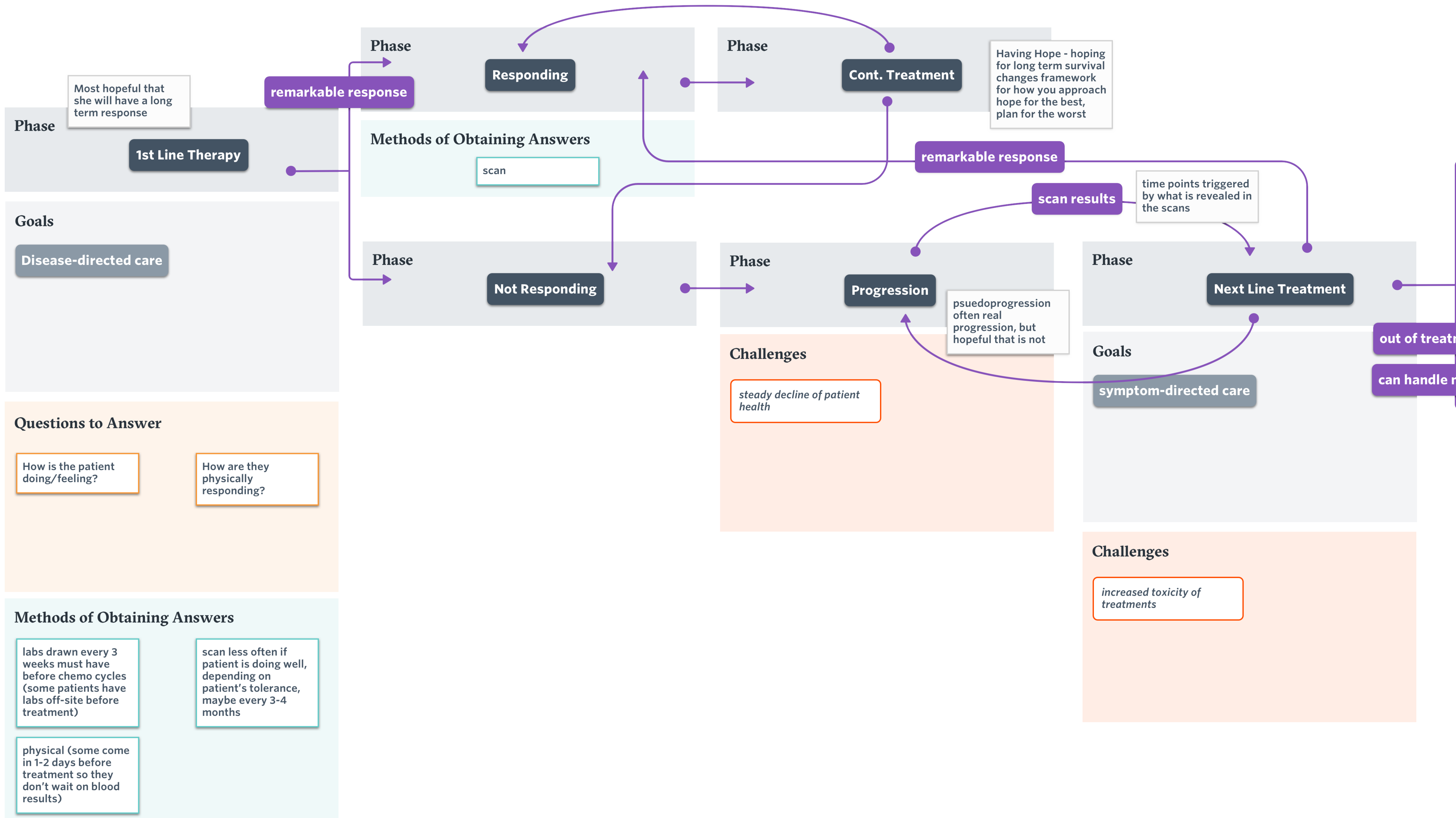
**AN EXAMPLE**

# **MONITORING CANCER**







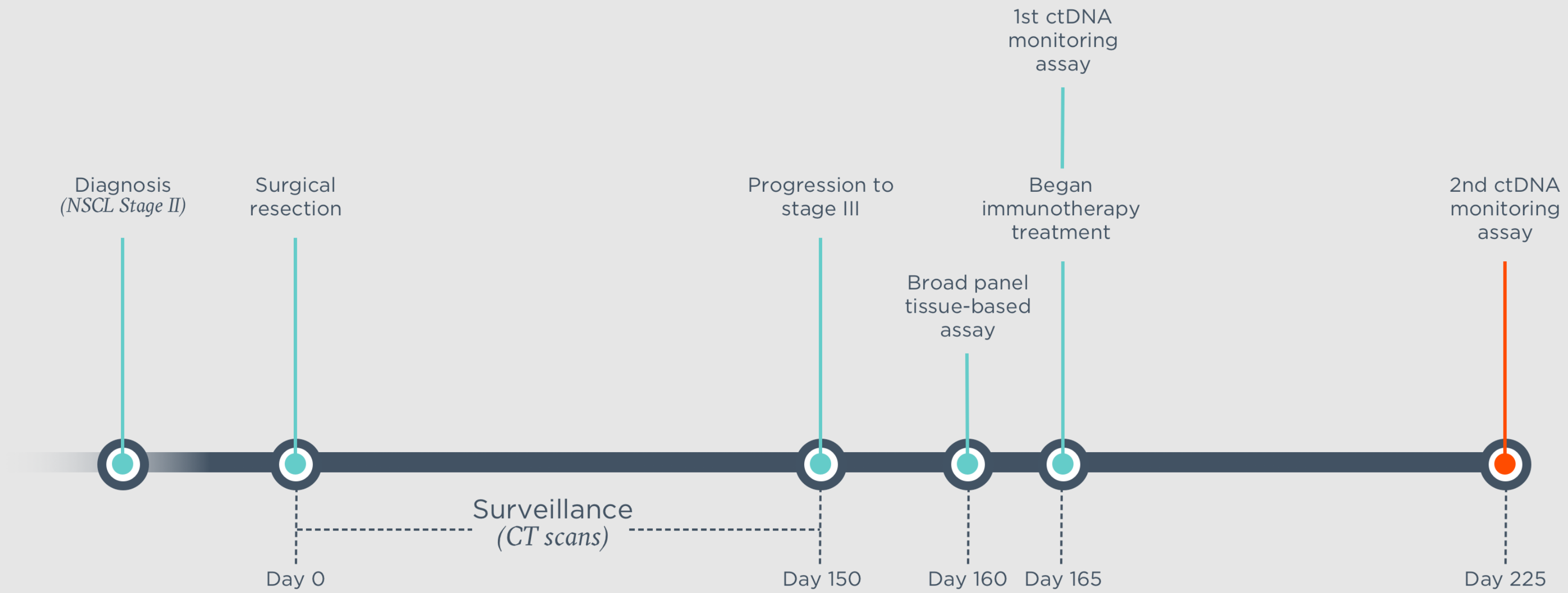


PATIENT NAME

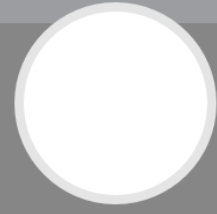
Stevens, Deborah

DIAGNOSIS

Non-small cell lung cancer



# SCENARIO



Stevens,  
Deborah

Non small cell  
lung carcinoma  
Stage III

Patient Overview

Reports

Case Information

Upcoming Tests

Patient Documents

# ctDNA Monitoring Test

Personalized ctDNA test

Sample collected:

Analysis Performed:

[Test Specifications](#)

## Patient Results

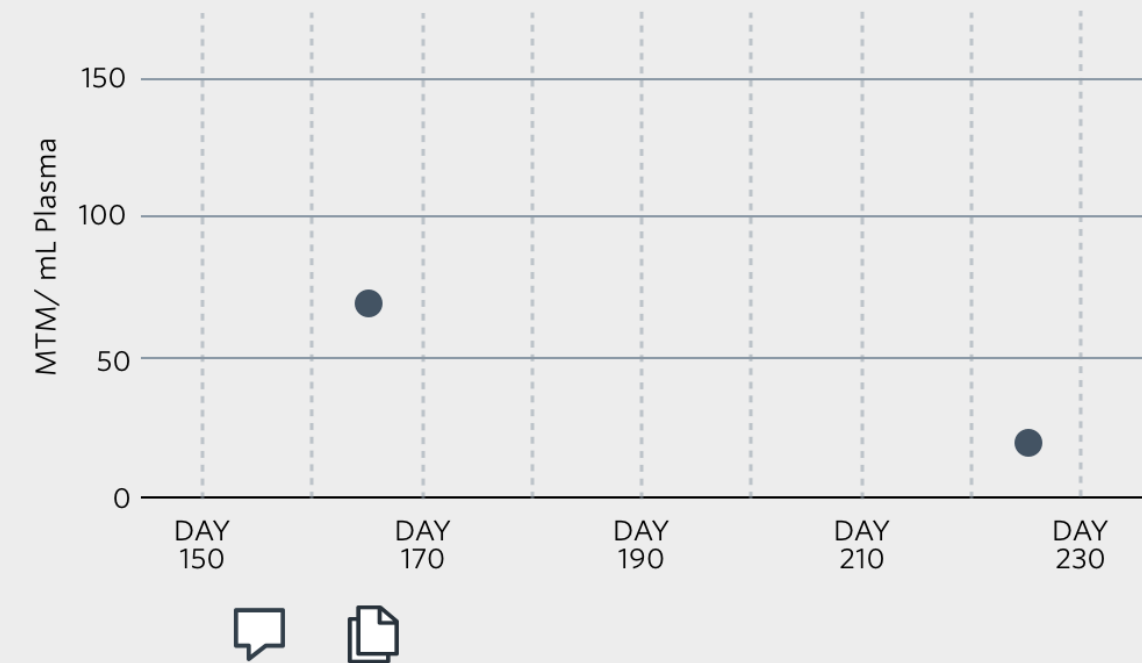
**⚠ ctDNA decreased**

MTM/mL:  
**20 (71.4% decrease)**

Variants:  
**1 variant identified**

This sample is ctDNA positive indicating that tumor-derived DNA was detected. The MTM/ml concentration decreased 71.4% since the previous monitoring timepoint suggesting reduced tumor burden.

## Mean Tumor Molecules/mL of plasma (MTM/mL) over time (days)



[VIEW MTM/ML DATA](#)

[VIEW VARIANT DATA](#)

## Potential Actionability

### NCCN Guideline Recommendations

None

### Clinical Trials & Published Reports

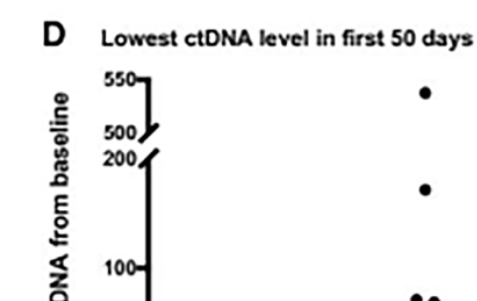
Patients with Stage III NSCLC treated with immunotherapy who remain ctDNA positive after 2 months of therapy have a significantly worse PFS than patients in whom ctDNA is no longer detectable after two months of therapy.<sup>1,2,3</sup>

ctDNA levels for patients with advanced NSCLC begin to rise a median of 5 months (range 0-12m) before tumor growth is apparent on CT scan.<sup>4</sup>

## Clinicogenomic Databases

Reduced ctDNA levels were observed in 75.5% (40/53) of patients with KRAS-altered Stage III NSCLC who reported objective responses (reduced by at least 50%) following immunotherapy treatment when ctDNA was present in the baseline sample.

[About the data →](#)



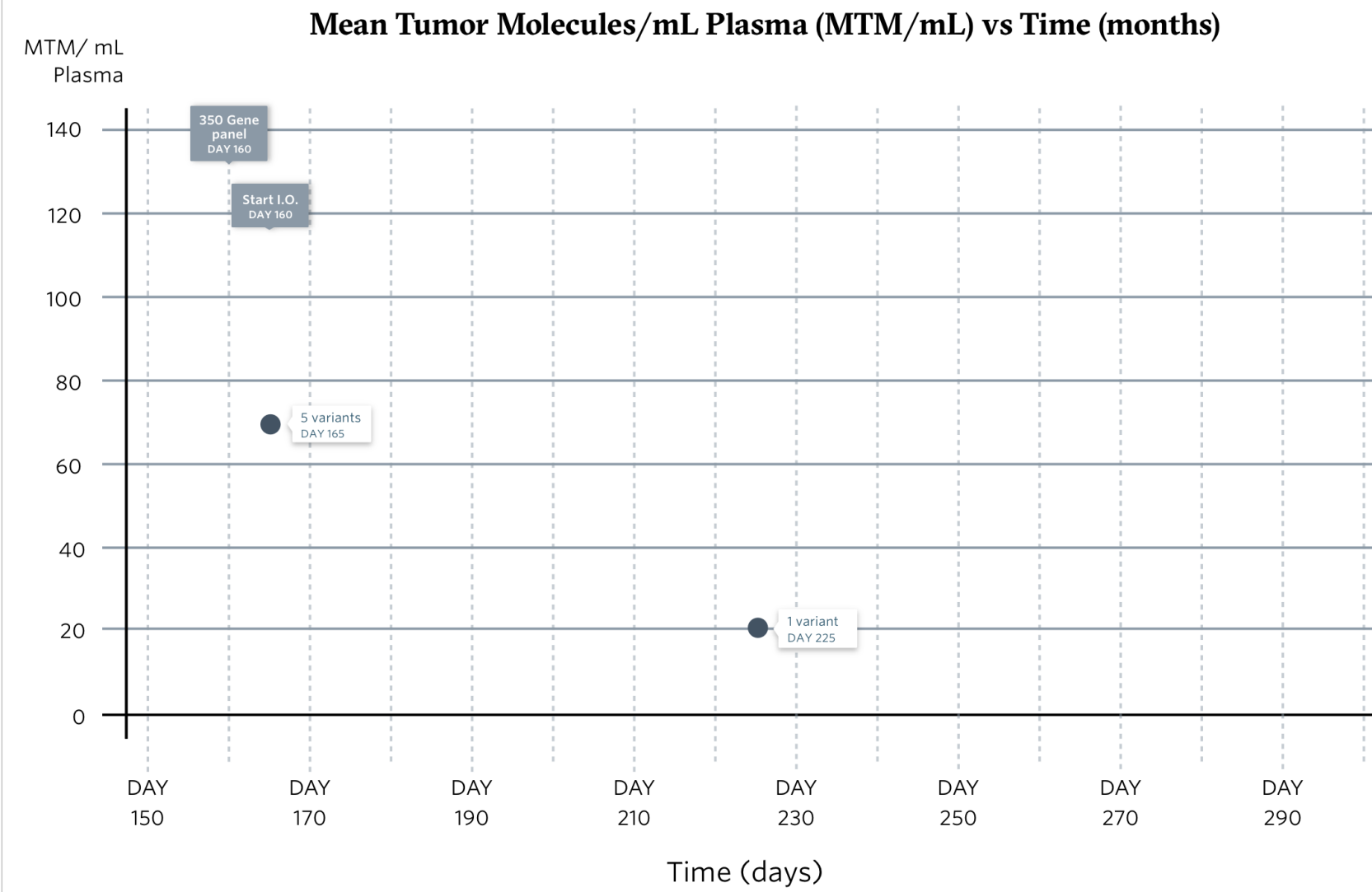
PATIENT NAME  
Stevens, Deborah

DIAGNOSIS  
Non-small cell lung cancer

STAGE  
III

## 5 Tumor-Specific Variants Personalized Test: Interval 2

Monitoring Test Day 225



# THE VISION CANVAS

## Vision Canvas

Team  
Leader

### CONCEPT PIECES

Strategy

Problem

Horizon

Concept

### STORY PIECES

Audiece

Hero

Villain

Journey

AFG  
DE  
Ai

CREATING

# THE CONCEPT

Fig. 20.

# ALIGN ON



Fig. 18.

AFG  
DE  
A<sub>i</sub>

# ALIGN ON THE RIGHT STRATEGY



Fig. 18.

A FG  
DE  
A<sub>i</sub>



**ALIGN ON**  
**THE RIGHT STRATEGY**  
**THE RIGHT PROBLEM**



Fig. 18.

$\frac{AFG}{A_i DE}$

**ALIGN ON**  
**THE RIGHT STRATEGY**  
**THE RIGHT PROBLEM**  
**THE RIGHT HORIZON**

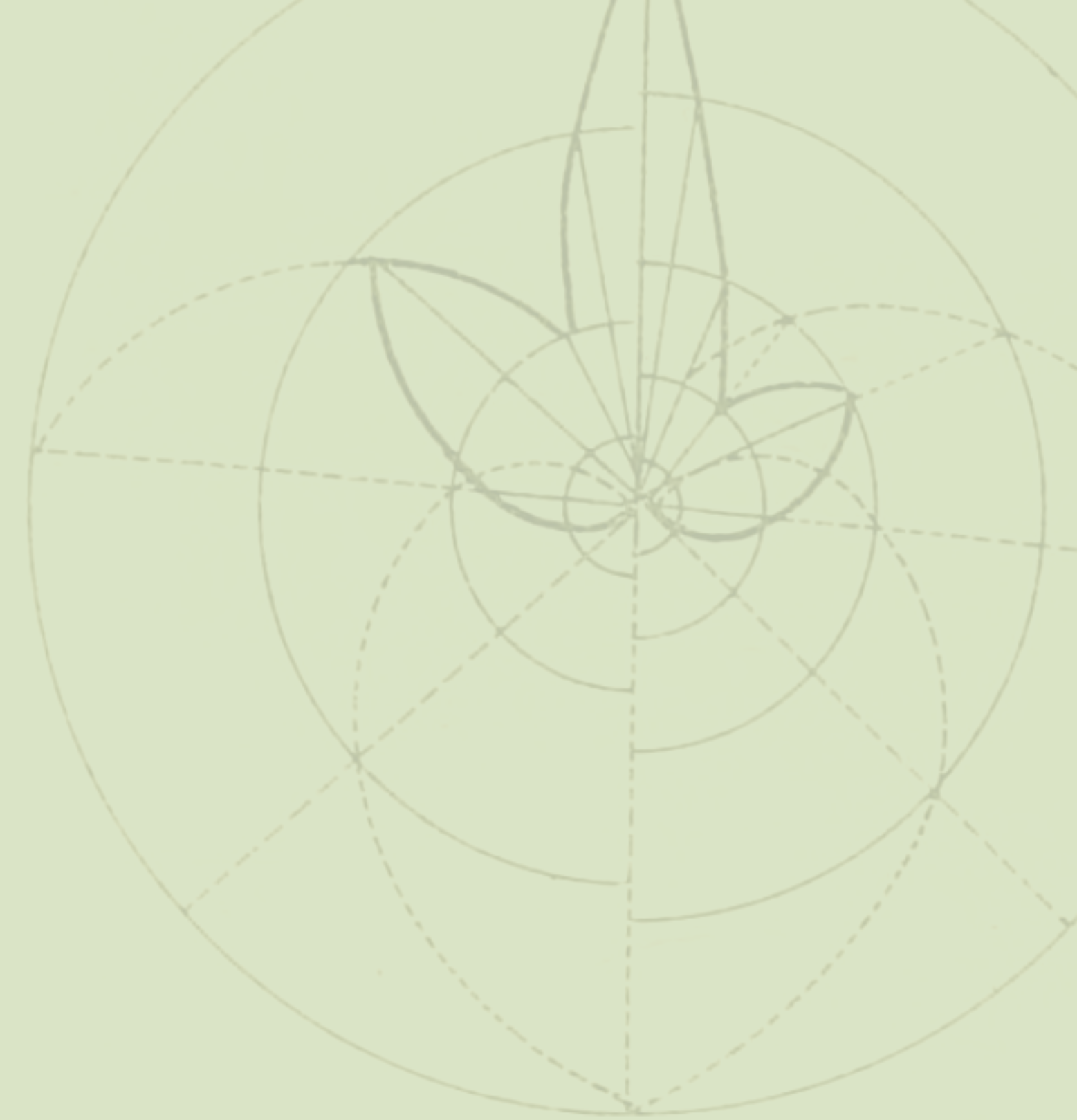


Fig. 18.

A FG  
DE  
A<sub>i</sub>

# CONCEPT GENERATION

AKA the fun part



Fig. 18.

$\frac{AFG}{A_i DE}$

# HOW MIGHT WE? (HMWS)

HMW

Create longterm  
ice cream  
storage for  
individuals?

HMW

Detect the  
level of ice  
cream demand  
in a population?

HMW

Build a network  
of ice cream  
vending  
machines?

HMW

Create an  
on-demand  
ice cream  
service?

# CRAZY 8'S



# BIG IDEA VINGETTES

On-demand  
drone ice  
cream delivery!



# CONVERGENCE



Fig. 18.

A FG  
DE  
A<sub>i</sub>

# CONCEPT REFINEMENT



Fig. 18.

A FG  
DE  
A<sub>i</sub>



A<sub>1</sub>FG  
DE

DESIGNING

# THE STORY

Fig. 20.

# AUDIENCE



Fig. 18.

A FG  
DE  
A<sub>i</sub>

# AUDIENCE

## LOGOS

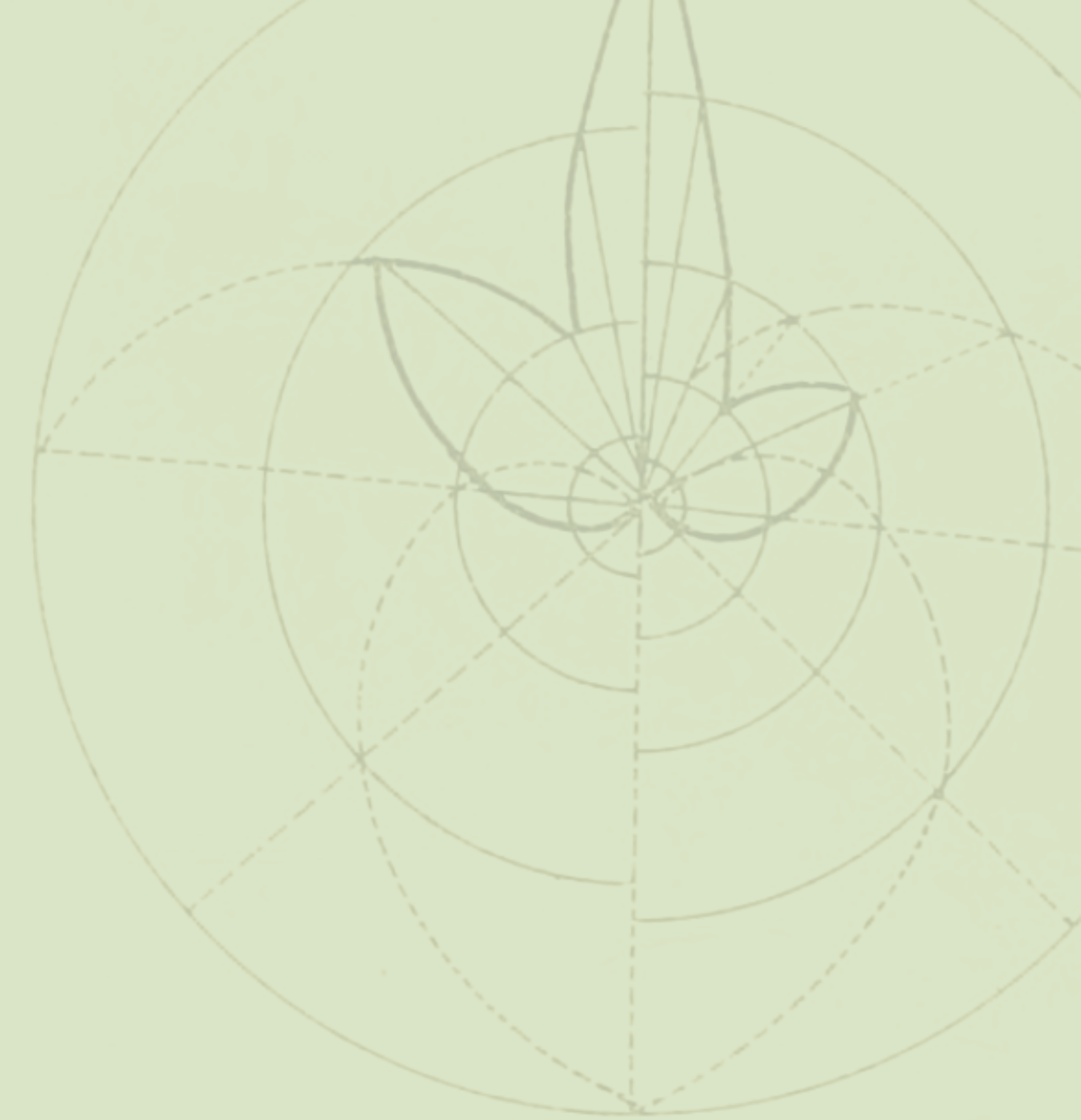
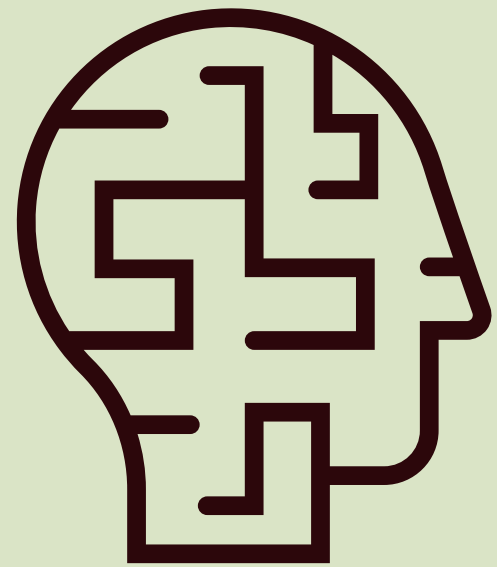
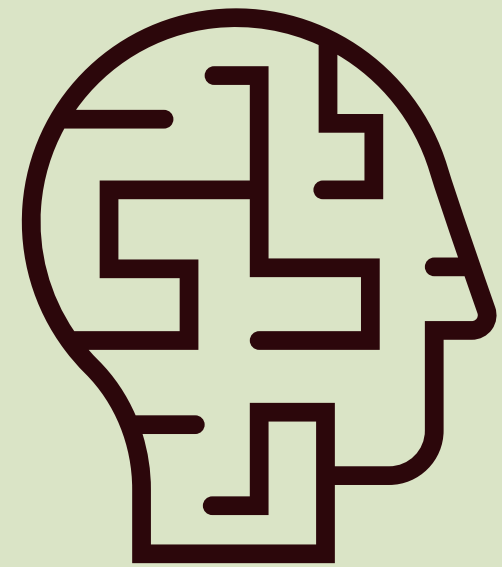


Fig. 18.

AFG  
DE  
A<sub>i</sub>

# AUDIENCE

LOGOS



PATHOS

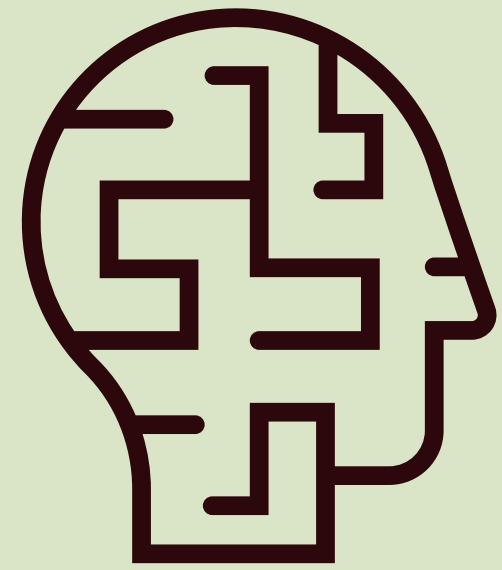


Fig. 18.

AFG  
DE  
A<sub>i</sub>

# AUDIENCE

LOGOS



PATHOS



ETHOS



Fig. 18.

AFG  
DE  
A<sub>i</sub>

# WHO OR WHAT IS



Fig. 18.

A FG  
DE  
A<sub>i</sub>

# WHO OR WHAT IS THE HERO



Fig. 18.

AFG  
DE  
A<sub>i</sub>

# WHO OR WHAT IS

THE HERO  
THE VILLAIN

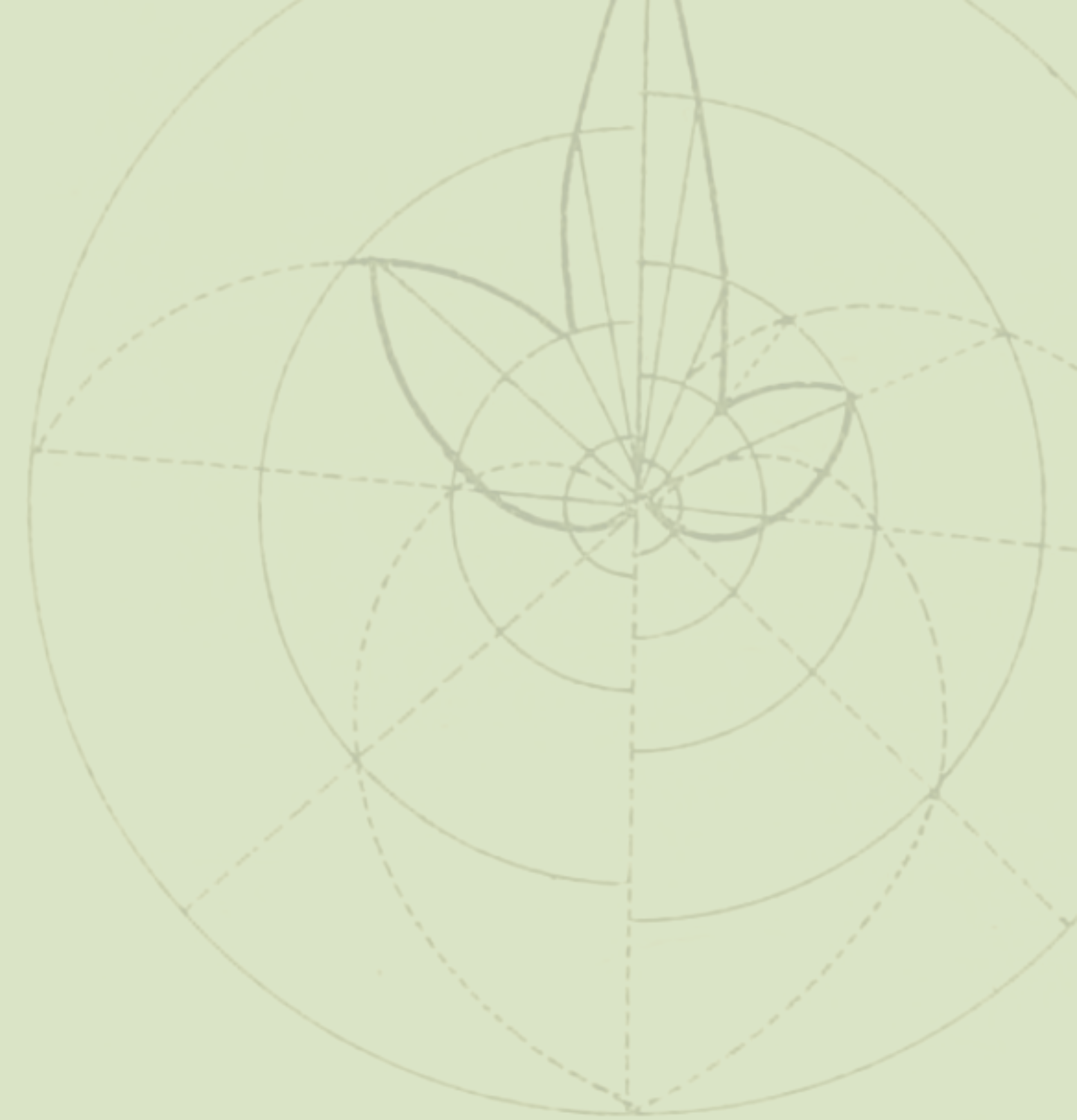


Fig. 18.

AFG  
DE  
A<sub>i</sub>



# WHO OR WHAT IS

THE HERO  
THE VILLAIN  
THE JOURNEY



Fig. 18.

A FG  
DE  
A<sub>i</sub>

# THE HERO

Spoiler alert:  
it's always the user



Fig. 18.

A<sub>1</sub>FG  
DE

# THE VILLAIN

Go back to  
the problem

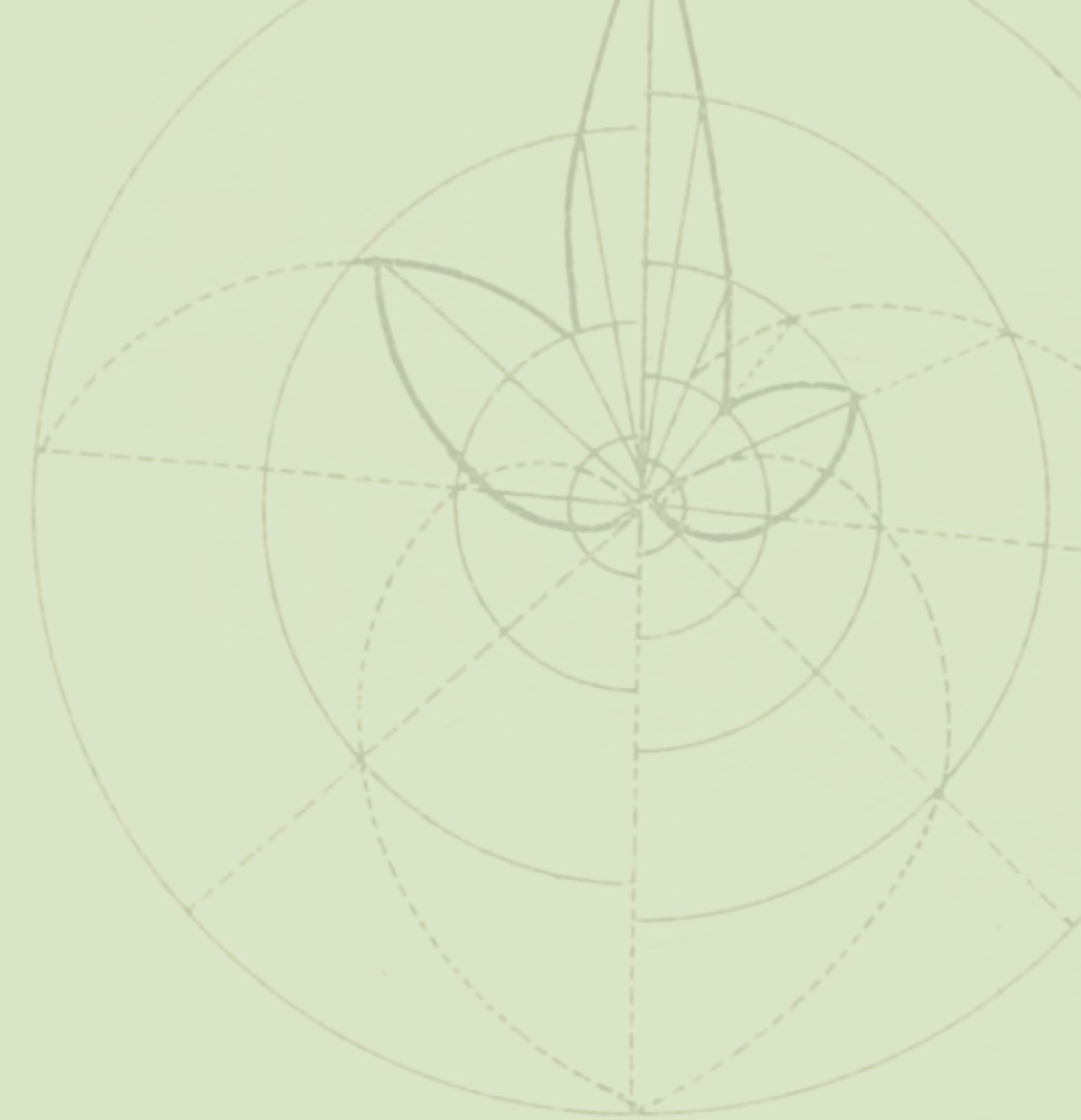


Fig. 18.

$\frac{AFG}{DE}$   
 $A_i$

# THE JOURNEY

Is the destination

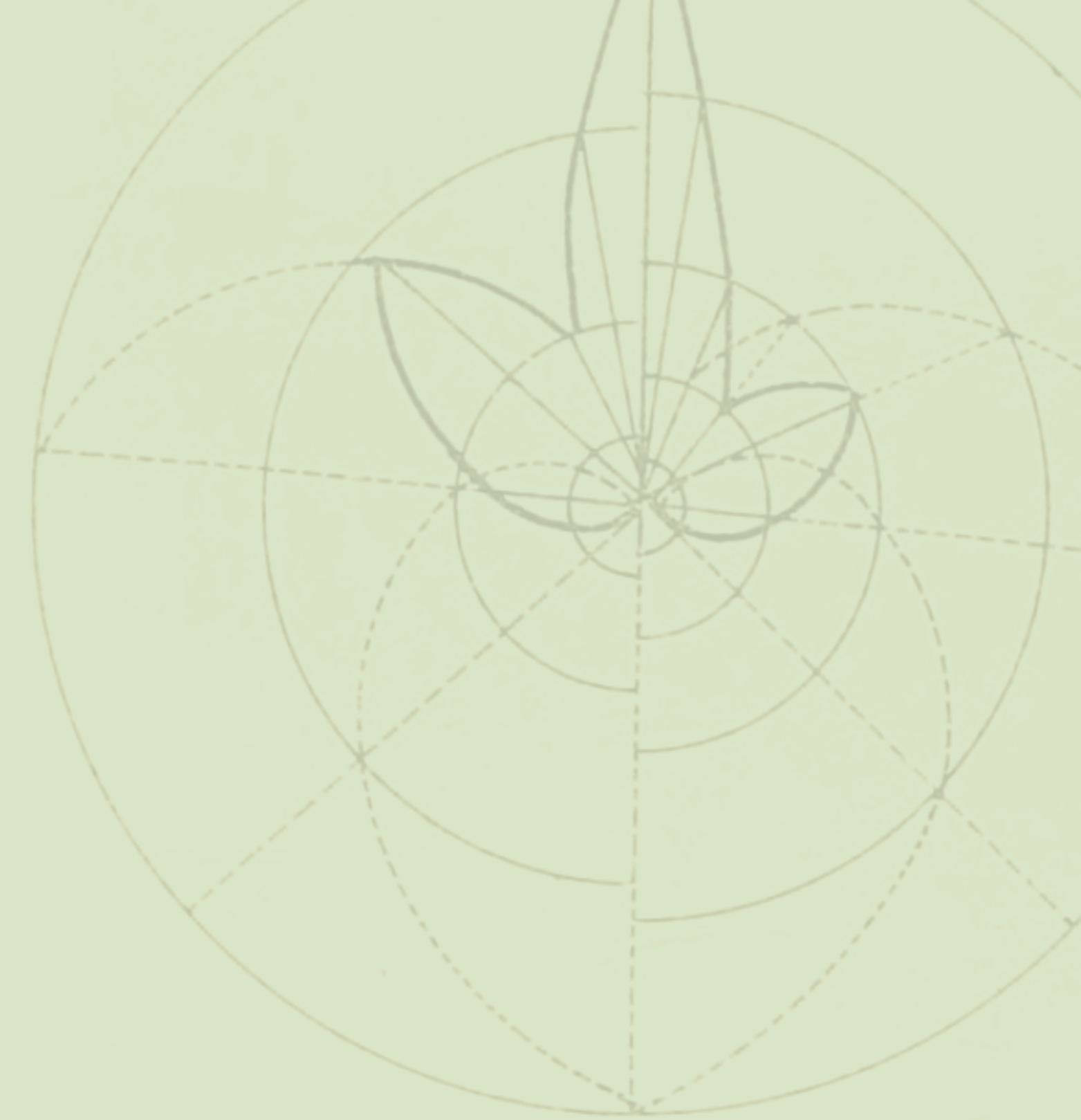


Fig. 18.

AFG  
DE  
A<sub>i</sub>

# THE JOURNEY

Is the destination



SETTING

CALL

TRIALS

RISE

RETURN

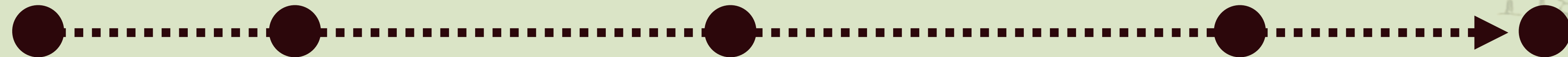


Fig. 18.

AFG  
DE  
A<sub>i</sub>

# PRACTICE



Fig. 18.

AFG  
DE  
A<sub>i</sub>

# PRACTICE

For the audience:

What were the takeaways?

What inspired you?

What was missing?

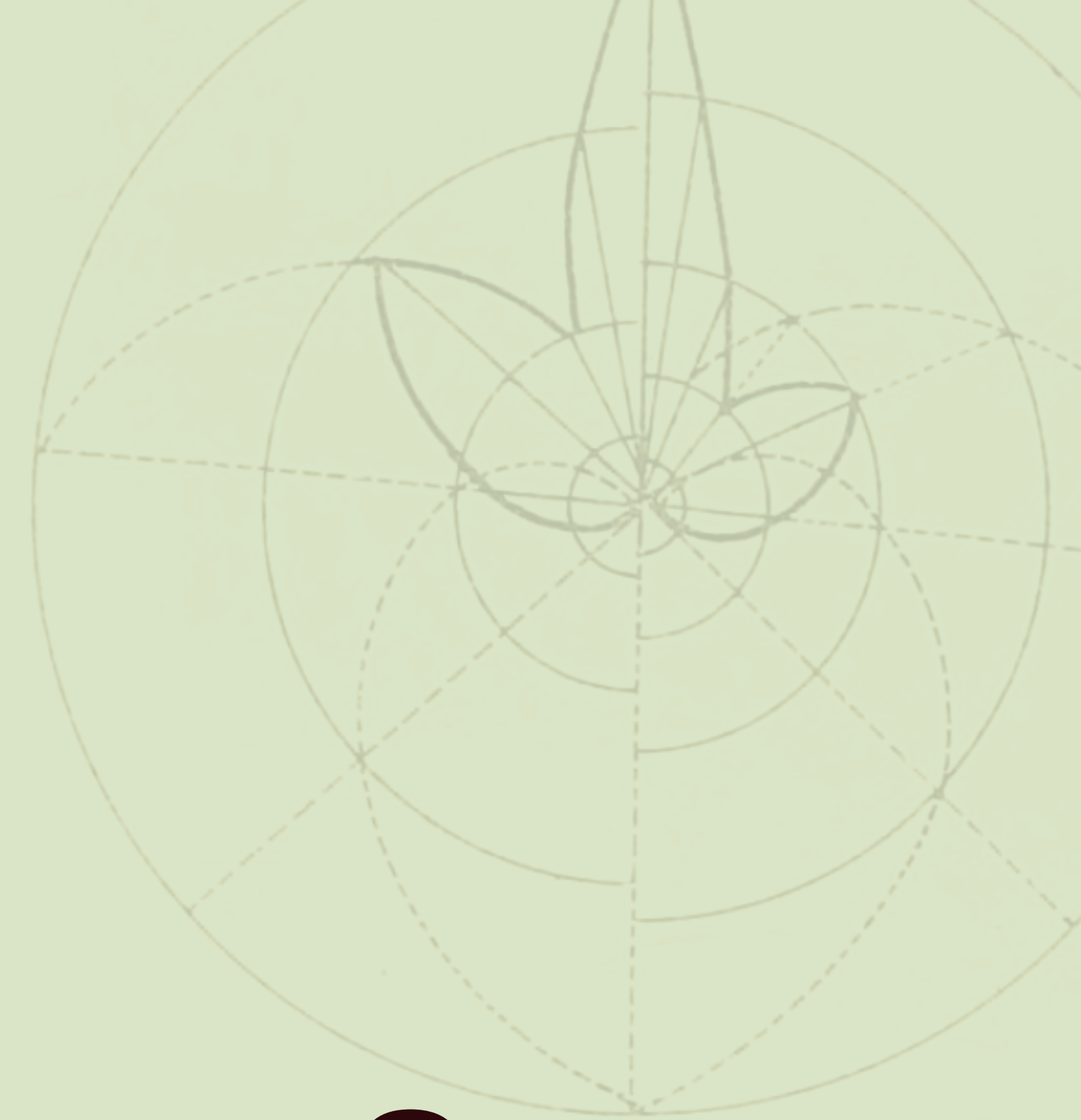


Fig. 18.

A<sub>1</sub>FG  
DE

A<sub>1</sub>FG  
DE

LET'S QUICKLY

RECAP

Fig. 20.



# 1. VISION

...is the meeting of  
concept & story



Fig. 18.

AFG  
DE  
A<sub>i</sub>

# 2. TEAMS

...of diverse of members & stakeholders must be part of the process

Fig. 18.

A<sub>1</sub>FG  
DE

# 3. CONCEPTS

...must be rooted in strategy,  
problems, & time

Fig. 18.

A<sub>1</sub>FG  
DE

# 4. STORIES

...persuade an audience that this is the right vision



Fig. 18.

A<sub>1</sub>FG  
DE

# 5. COMBINING

...these elements in a compelling way results in a vision that inspires & aligns



Fig. 18.

A<sub>1</sub>FG  
DE

**THANKS**

**Q&A**

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**[iracummings.com](http://iracummings.com)**