

Strategy Canvas

Purpose of discussion:

Judging what is true

1. Where are we?

Perceive the critical factors in a complex situation

3. What stands in the way?

Diagnose the biggest challenges to forward progress

2. Where do we want to be?

Perceive the critical factors in a complex situation

The Crux

Key challenge: addressable & solvable by coherent action

A

B

Deciding what to do

4. How will we get there?

Design a coherent treatment

As measured by (key results):