

STRATEGY MODEL CANVAS

A THINKING MODEL FOR A CLEAR STRATEGY.

Inputs to the Model



VALUES

Our values guide every decision and choice.



VISION

Where we aspire to be in the future.



MISSION

Why we exist and the impact we aim to make.



BUSINESS MODEL CANVAS

How we create, deliver and capture value today.

COMPLETE IN ORDER

- 1 Define our Strategic Direction.
- 2 Define the Target Value we create.
- 3 Determine our Strategic Approach.
- 4 Identify our Core Capabilities.
- 5 Assess our Position, Risks & Constraints.
- 6 Define our Strategic Success Measures.

★ Write the Strategy Statement last.

1 STRATEGIC DIRECTION

Where do we want to be in the next 2-5 years?

2 TARGET VALUE

Who do we create value for, and what value are we trying to create?

3 STRATEGIC APPROACH

Given everything above, how will we achieve our strategic direction?

4 CORE CAPABILITIES

What strengths will enable us to succeed?

5 STRATEGIC POSITION, RISKS & CONSTRAINTS

Where do we fit in the market, what assumptions are we making, what risks accompany that position, and what have we deliberately chosen not to pursue?

DELIVERABLE

STRATEGY STATEMENT

The concise expression of our strategy.

Our strategy is to _____
by _____
leveraging _____
while managing _____
so that we achieve _____

DELIVERABLE

6 STRATEGIC SUCCESS MEASURES

How will we recognize that our strategy is succeeding?

- _____
- _____
- _____
- _____
- _____

LEADS TO:

- Annual Goals
- Quarterly Objectives
- Alignment Index

★ Values influence every element of strategy.

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