

TOOL DESCRIPTION

Strategy Canvas



The Strategy Canvas can be used to carry out a highly compact and holistic assessment of the strategic environment and possible courses of action.

The Strategy Canvas is a single-page, simple template that allows you to examine how different aspects are influenced by a certain trend or development. To use the tool effectively, it is important to identify one specific question the Canvas should address, such as what impact global warming has on an organization. The organization is then analyzed based on the aspects outlined on the next page.

The aim is to organize information, reduce complexity and thus obtain a clear picture of the situation. This allows risks and potentials to be recognized and relevant areas of action to be derived. The Strategy Canvas is based on research conducted by the German *Zukunftsinstitut* (Future Institute), which analyzes trends and future developments. The megatrends outlined by the institute thereby serve as a trigger for potential questions the Canvas can be used to analyze.


After conducting the analysis, the most important insights are highlighted in order to derive the 3-5 most important questions an organization should address. The Canvas, therefore, serves as a good entry point for any strategic discussions, helping users to quickly determine the most relevant strategic levers. Based on these, concrete options for action can then be derived.

Since the template only helps users to visualize the content that needs to be worked with in workshops or by an individual, the next page gives an overview of the 4 levels that need to be addressed.






Duration several workshops/individual work	Participants project team or project lead	Facilitation no special material necessary
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Strategy Canvas | Elements

Organization 	Processes 	Products and services 	Market (industry) 	Economy (environment) 
<p>What impact will this have on our organization?</p> <ul style="list-style-type: none">• Structural organization• People and skills• Leadership• Decision-making processes• Culture• Communication	<p>What impact will this have on our processes?</p> <ul style="list-style-type: none">• Key activities/processes• Resources• Cost structure• Technology and digitalization• Innovation	<p>What impact will these changes have on products/our range of services?</p> <ul style="list-style-type: none">• Value proposition• Products and services	<p>What impact will this have on the industry as a whole?</p> <ul style="list-style-type: none">• Customers• Competitors• Suppliers• Substitute products• Rivalry within the industry	<p>What is organizational environment like and how is it impacted?</p> <ul style="list-style-type: none">• Economic environment and basic understanding• Sentiment• Structural developments• Technological developments

 Start the analysis here at **ECONOMY** and then continue to the left.

Strategy Canvas | Template

Organization 	Processes 	Products and services 	Market (industry) 	Economy (environment) 
What impact will this have on our organization?	What impact will this have on our processes?	What impact will these changes have on products/our range of services?	What impact will this have on the industry as a whole?	What is the environment of our organization like and how is it impacted?
<ul style="list-style-type: none"> - Structural organization - People and skills - Leadership - Decision-making processes - Culture - Communication 	<ul style="list-style-type: none"> - Key activities/ processes - Resources - Cost structure - Technology and digitalization - Innovation 	<ul style="list-style-type: none"> - Value proposition - Products and services 	<ul style="list-style-type: none"> - Customers - Competitors - Suppliers - Substitute products - Rivalry within the industry 	<ul style="list-style-type: none"> - Economic environment and basic understanding - Sentiment - Structural developments - Technological developments