

Stakeholder-based Strategy Definition Canvas

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Strategy:

Purpose

Get to the root cause. Ask: Why are we doing this project? What is the why, the reason behind our organisation/project?

What is your ultimate project's purpose, the reason behind its existence?
Why is it so important for you and your community?
What emotional and logical reasons are behind you developing your organisation/project?
Why is this worth pursuing?

Vision

Get visionary. Ask: What is the image of what I want our future to be?

What is your ultimate vision, the image of what you want your project's future to be?
Can you imagine what will be happening, who will be benefiting from it?
Who do you want to be, to become?
What do you want to be known for?

Outcome

Get realistic. Ask: What are the results we are after?

What do you want for your stakeholders if anything was possible?
If you had unlimited resources, what would you want your organisation/project to be and achieve?
What would you go for if you knew you could not fail?
What experiences and accomplishments do you aim for?

Long Term Goal

Get optimistic. Ask: Where do we want to be in six months, a year, or even five years from now?

Look into the future and create a plan of action for the project:
"Our goal is to ... in order to ... for..."
What milestones do we want to attain in 6 to 12 months or 5 to 10 years?
What impact will we have?
Who will benefit from our success, and how?
If we could see into the future, how will our project look like in 5 years' time?
What would we go for if we knew we could not fail?
How does success look like?
If you could see into the future, how will your organisation/project look like in 5 years' time?

Risks

Get pessimistic. Ask: How could we fail? What are the biggest risks on achieving our goals?

HMW "How Might We" Questions

Get proactive: Turn these fears and risks into questions you could answer throughout the project's lifespan