






SURVIVAL PLANNING CANVAS

Name:

Brand/BU:

Date:

<h3>Headwinds</h3> <p>What are some of the obstacles and challenges inhibiting your growth? These can be Cultural, Organizational, Strategic or Tactical</p> 	<h3>North Star</h3> <p>Your North Star is your innovation vision and values</p> 	<h3>Prepare for War</h3> <p>Map out your competitors – existing, emerging, new</p> 
<h3>Tailwinds</h3> <p>What are some of the strengths, opportunities or points of differentiation propelling you to growth and competitive advantage?</p>	<h3>Compass</h3> <p>- Tools and techniques</p> <hr/> <h3>Polaris</h3> <p>- What is/was constant and will never change?</p>	<h3>Incumbent</h3> <p>Which usual suspects are gearing up for big moves?</p> <hr/> <h3>Challengers</h3> <p>Emerging tech or ideas that offer collaboration or disruption</p>
<h2>Walk the Plank</h2>		<h3>GPS</h3> <p>- What superpowers has technology created for you?</p> <hr/> <h3>Instinct</h3> <p>- When all else fails, what can you rely on?</p>
<h3>Mutiny!</h3> <p>What's your Heresy? Can you embrace the thing you fear the most. Imagine a world where your worst nightmare comes true.</p>	<h2>Discover New Worlds</h2>	
<h3>Prepare to be boarded</h3> <p>If you could create an offering that would cannibalize or even destroy your business, what would it look like? How would it work?</p> 	<h3>Magic Wand</h3> <p>What would your business look like if you had no legacy/baggage. If you had a blank check. If you could start again. Today!</p> 	
	<h3>Treasure Map</h3> <p>What businesses or business models do you admire? How could you incorporate these? What new revenue streams would emerge?</p> 