

The "Right to Win" Canvas

designed for

rated by

date

Customer segments

Pain/Gain
Jobs to be done

Theme

Check all that apply

- | | | | | | |
|--------------------------|-------------------------|--------------------------|--|--------------------------|-------------------------|
| <input type="checkbox"/> | Bests beats firsts | <input type="checkbox"/> | Fostering the existing growth trajectory | <input type="checkbox"/> | Distinctive position |
| <input type="checkbox"/> | Master of reinvention | <input type="checkbox"/> | Kicking off a new growth trajectory | <input type="checkbox"/> | Focus on core |
| <input type="checkbox"/> | Perspiration & tenacity | | | <input type="checkbox"/> | Operational excellence |
| <input type="checkbox"/> | Riding trends | | | <input type="checkbox"/> | Adaptation and learning |

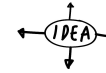
Endowment

existing & relevant:
-strengths
-assets
-capabilities
-proprietary insights
-knowhow/IP
-skills
-market access
-knowledge base
-identity/brand
...



Strategic idea

30 word summary:
for whom, what, how will you compete



Sanity check

Check all that apply

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Does the idea play well with the current identity? |
| <input type="checkbox"/> | Will the idea help to strengthen the economic driver? |
| <input type="checkbox"/> | Will the idea be hold in various future environments? |
| <input type="checkbox"/> | Are there only one or two new capabilities needed? |
| <input type="checkbox"/> | Will the idea move and attract resources and capital at scale? |
| <input type="checkbox"/> | Will the idea realign the portfolio? |
| <input type="checkbox"/> | Does the idea allow for enough commitment and flexibility? |



Assumptions

What has to be true to be successful with the idea?
What are the hypotheses?



Competitors move



What options could the competitor choose to take advantage of the opportunity?
Can the idea be easily copied?
How will the competitor be able to kill your idea?
What are the weaknesses of your idea?

Gap

What capabilities, skills, knowhow... is needed in addition to the endowment to succeed with the strategic idea?



Possible external futures

In what possible futures must the idea be able to perform?
Trends, shifts, market, technology...

