

Strategy Canvas

organisation, department or team :
date :

DEFINE



VISION AND MISSION
What are our
vision and mission?

THE 'SANDBOX'

Which **markets** do we
want to explore?



ANALYZE



EXTERNAL ANALYSIS
What are the relevant developments
in the context of our **organisation?**



MATCH
STRATEGIC CHALLENGE
What is our **strategic challenge**
in order to be successful?

POSITION ANALYSIS
What is the **current position**
of our organisation?



DECIDE



BUSINESS SCOPE
What is our future
business scope?

STRATEGIC REALIZATION
How do we translate our choices
into **strategic goals?**

