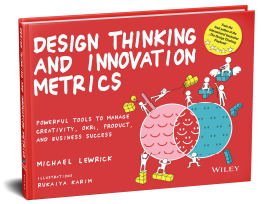
Project:
Team:
Version & Date:

MOBILIZE & COMMUNICATION CANVAS

Quick guide: The canvas supports spreading the key information about the set OKRs. At the same time, it is often used to attract talent within the organization towards the innovation project. The canvas aims to be transparent as possible about the problem to solve or aspirational statement addressed. It shows which key results and measurements are applied.

More tips & tricks on book page: 307



Lewrick, M.
Design Thinking and Innovation Metrics
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www.design-metrics.com

1 Explain the Problem Statement/Aspirational Statement

Explain WHY it is worth working as a team on the objectives.

2 Outline Critical Assumptions

Elaborate or communicate, which assumptions are critical and have the highest priority to complete in the mission?

3 Make Key Results Transparent

Define with the team and communicate after each check-in which leading and lagging indicators will be used to determine if the mission is progressing towards the outcome.

4 Show Value for Customer/User

Provide a good understanding about the value for the customer/user.

5 Explain Costs and Availability of Budgets

Calculate the expected investment to deliver the outcome.

6 Share & Communicate the Short-, Mid-, & Long-Term Objectives

7 Share & Communicate the Expected Outcomes

8 Highlight Funding Mechanism

Make explicit who the sponsor of the initiative is and where the funding is coming from.

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