

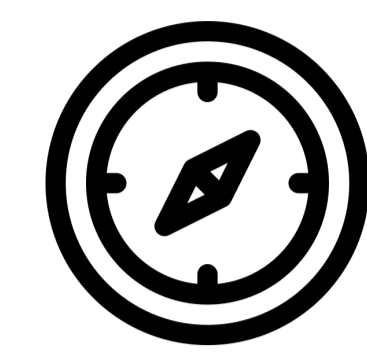
Ecosystem Strategy Canvas

Organization:

Designer(s):

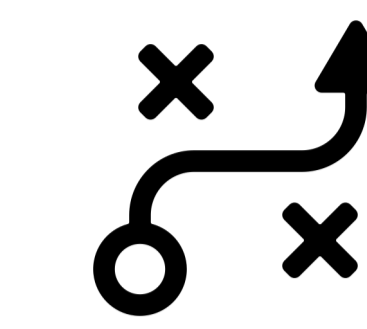
Date:

Futures



What long-term outcomes are possible within your ecosystem?
How well does your firm seem to fit within your overall ecosystem and its long-term trajectory?

Barriers



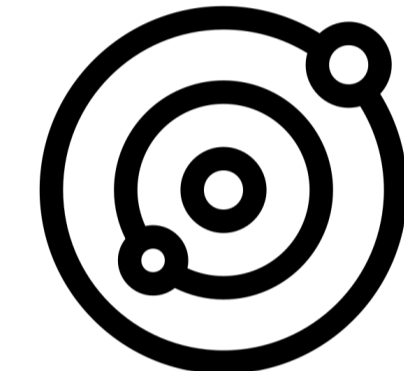
What key challenges seem the most concerning in applying your capabilities to realize your purpose?
To what extent does your firm create change in your ecosystem, rather than reacting or responding to it?

Purpose



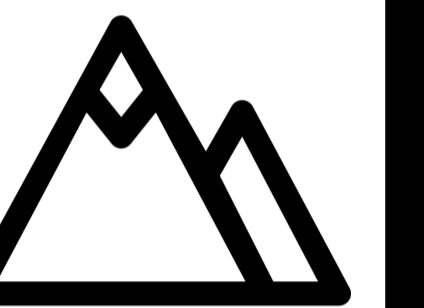
What is your desired long-term societal outcome for your firm?
What will the world look like if your organization has achieved its purpose?

Drivers



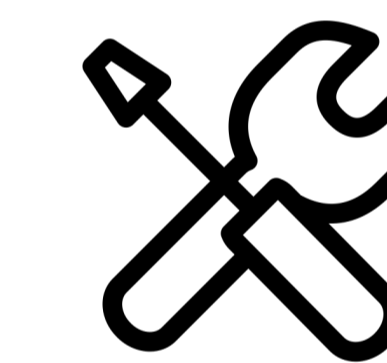
What are the most impactful and uncertain forces shaping the ecosystem around your firm?
What orthodoxies about your ecosystem do you (or others) usually take for granted?

Milestones



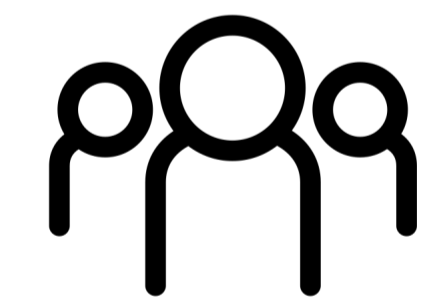
What broad categories collectively offer a view on where to invest or explore to realize your vision?
What would need to be true for your purpose to be realized (use numbers where possible)?

Capabilities



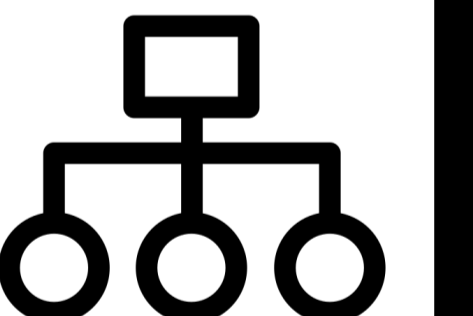
What architecture, people, and infrastructure are necessary to realize your purpose?
What core skills must your organization be capable of (i.e., manufacturing, technology)?

Relationships

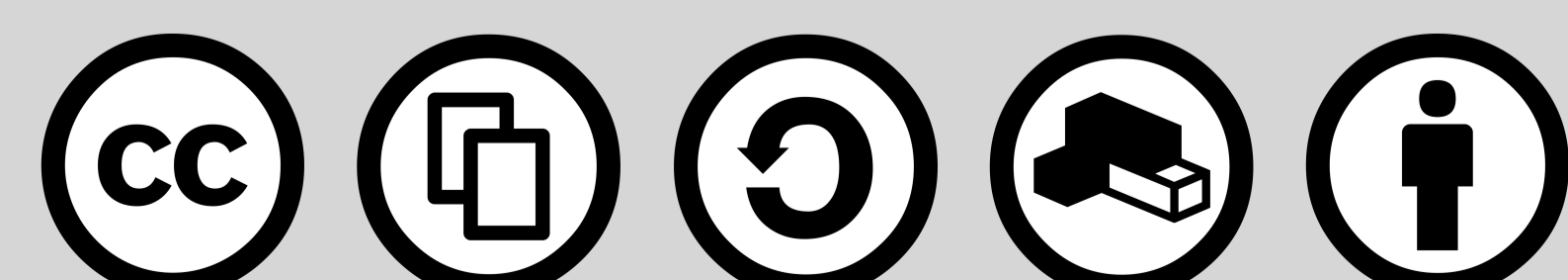


What cooperative or competitive relationships does your firm have with others in your ecosystem?
What beings (human or natural) are you most concerned with being impacted by your organization?

Governance



What individuals or entities have decision-making power within your organization?
What rituals, routines, or norms are common to the members of your organization?



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