

Strategy Canvas Template

Adapted from George Washington University's Strategic Management & Performance Systems Certificate Program, 2019.

How to use this template

Why use it?

1. To visualize your niche against your other organizations working on similar issues
2. To visualize your current emphasis on specific "competitive factors" against your desired future emphasis (short-term and long-term)
3. To innovate/create a "Blue Ocean" of uncontested market space (niche)

When to use it?

At any time deemed appropriate to conduct a competitive environmental scan.

Instructions:

1. Read background information on Strategy Canvas [here](#).
2. Research, brainstorm and come to consensus on the key competitive factors in the issue space.
3. Create a Strategy Canvas. Plot the relative intensity of each competitive factor (scale 1-5) for your organization and other organizations in the issue space. (MS Excel can make this easy.)
4. Consider revising the strategy canvas with external partners/a diverse network.
5. A Strategy Canvas should ideally illustrate the following qualities:
 - Focus – some competitive factors are emphasized
 - Divergence - clear separation in competitive factors from competition
 - Tag line - your focus and divergence are easy to market

If it doesn't, create a new Canvas reflective of *where you want to be in the future*.

COMPETITIVE FACTORS -

Use the brainstorming guidelines below to identify the key competitive factors.

- What are the factors your clientele consider when working with an organization on this issue?
- If you are a new entrant to the issue space, what factors would you include in your offering to differentiate yourself?
- Are there any attributes from services that other organizations provide that you would include in your competitive factors?
- Are there any unmet client needs in this issue space?
- Are there potential factors that your client may not even be aware of that, if met, might create uncontested space on this issue for your organization? (i.e. A circus with acrobats rather than animals, etc.)

Sample Strategy Canvas: Crop Consultations

