



Strategy Blueprint

Devise the best way to overcome challenges and reach your goals.
Use this tool to visualise your strategy and the relationships between different elements.



Takes 1 hour to complete



For individuals or teams



Can be worked on at the same time or separately



Can be done remotely or in-person

Welcome to the Strategy Blueprint. Strategy is about devising a way to best overcome challenges to reach a desired goal. It's a creative endeavour, not based on analysis and planning alone. Strategy is the logic that connects analysis and planning. Ultimately, it's how a team or organisation makes sense of its actions and decisions over time.

The Strategy Blueprint is a tool to capture this central strategic rationale. It uses a canvas format to help visualise the relationships between different elements of the strategy.

Please read the instructions fully and familiarise yourself with both Miro and Canvas before beginning the exercise. If you're new to Miro you might want to read the beginners guide:

<https://help.miro.com/hc/en-us/categories/360001415214-Getting-Started>

Getting started

The blueprint canvas is designed to be used individually at first, then all team members should come together either in person or remotely via video call, to review the answers. The facilitator should set a deadline for team members to complete their individual elements before agreeing a meeting time to come together as a team.

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Individual **Blueprint** Canvas

1. **Each participant chooses a Workspace individually.** Participants should add their name to their Workspace to claim their space and avoid confusion.
2. Add the outcome or goal you are trying to achieve as a team this should be the same for every team member.
3. Answer the questions in your Workspace with stickies. Keep your answers clear and concise – a couple of words, a phrase, a sentence. Always use the same colour stickies as provided in your workspace.



Strategy Alignment

1. Bring participants together in person or via video call. Begin by getting each person to post-up their stickies in the central blueprint canvas. Do this in turn and do not discuss yet.
2. Once everyone's stickies are posted in the box, the group should hold a discussion about the answers to unpack and probe individual responses and arrive at a shared understanding:
 - a. **Group the stickies.** Gather and organise sticky notes based on their similarities or related ideas.
 - b. **If you can better articulate a group of stickies with a single 'headline' sticky, you should.** Feel free to rewrite or reframe the headline sticky if, as a team, you feel you can capture the answer better.
 - c. Do not remove duplicate answers as these often denote alignment or importance.
 - d. Repeat the above steps for each box on the Canvas in turn.
3. Once the canvas is complete, hold a quick final review of your answers to check team alignment. Ensure it accurately captures the team's thinking and shared understanding of the project. Spend no longer than 10 minutes on this review.

Strategic Elements

Each box on the canvas represents an element of strategy:

1. What challenges motivate us?
2. What are our aspirations?
3. What will we focus on?
4. What principles will help us win?
5. What activities and capabilities do we need?
6. How will we measure success?



Challenges

Strategy implies the need for change, a desire to move from point A to point B. What are the hurdles to doing so? What opposing forces must we overcome to reach our goals?

Aspirations

What are our aspirations? What do we want to achieve for our team, organisation and stakeholders?

Focus Areas

We need to concentrate on what matters. So we should decide what's in scope and what's not? What jobs to be done should we target?

Principles

What strategic pillars will help us overcome our challenges? What mantras will unite the team and unify decision making?

Activities

What activities are needed to implement the strategy and achieve our aspirations?

[Note this is not making a roadmap or plans, rather looking at the events and assets, skills and capabilities we'll need such as roadmaps and plans.]

Objectives

How will we know our strategy is on track? How can we measure progress and success?

