



Applied Frameworks Planning Canvas™

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Prepared for

By

PORTFOLIO

- ❖ Expertise: Business
- Roles & responsibilities
- Strategy Canvas (BOS)
- Growth-Share Matrix (BCG)
- Three Horizons (TCG)
- Product/Market matrix (Ansoff)

Competencies

- Authority
- Systems
- Passion
- Innovation
- Research
- Expertise

MARKET

- ❖ Expertise: Market
- Feasibility assessment
- Competitive landscape
- Research methods

BUSINESS

- ❖ Expertise: Business
- Portfolio/product roadmap
- Business canvas

PRODUCT

- ❖ Expertise: Technology
- Buyer & User Personas
- Feature priority list (backlog)

PROMOTION

- ❖ Expertise: Market
- Buyer journeys
- Messaging plan
- Promotional priority list
- Launch plan

SELLING

- ❖ Expertise: Market
- Buyer profiles
- Sales enablement priority list
- Pricing & discounting schedules

SUPPORT & OPERATIONS

- ❖ Expertise: Technology
- Operations plan
- Delivery plan

MARKET PERFORMANCE

- ❖ Expertise: Market
- Customer profiles
- Market review

BUSINESS PERFORMANCE

- ❖ Expertise: Business
- Process retrospective
- Business review

PERSONAL

People skills

- Speaking truth to power
- Influence through reason
- Influence through emotion
- Influence through authority
- Team building

Organizational growth

- Systems thinking
- Personal mastery
- Mental models
- Shared vision
- Team learning

Define

Design & deliver

Refine