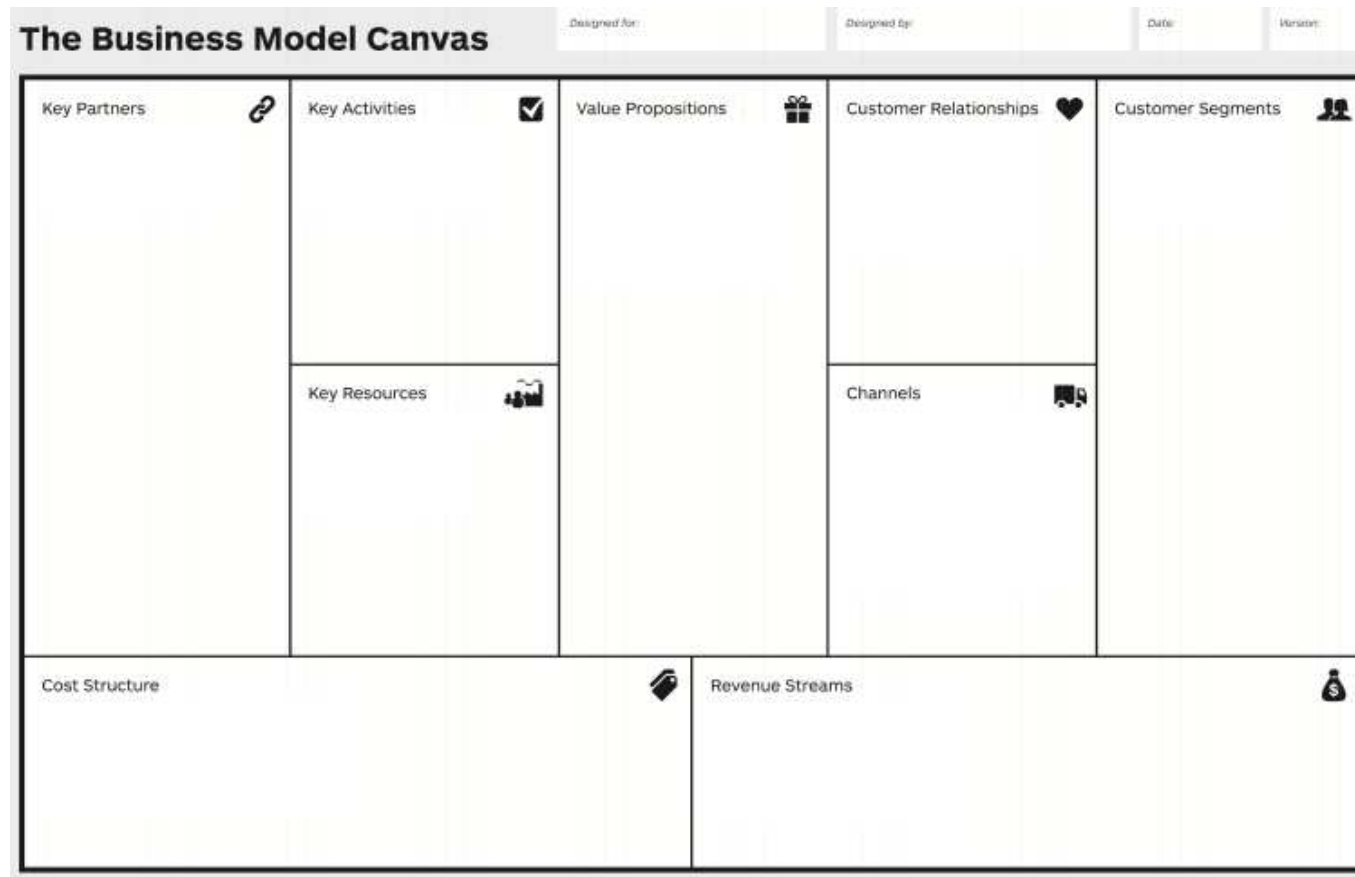


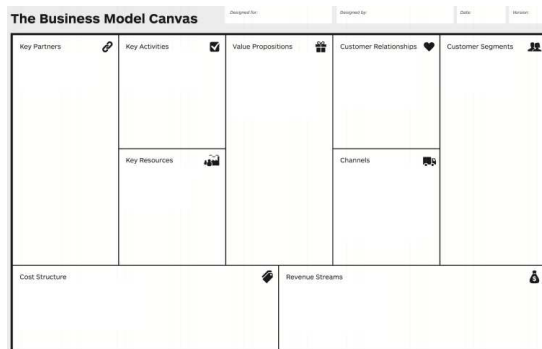
How to identify a mediocre approach – Eg 8

Imagine that you use (or want to use) the following Business canvasses approach



How to identify a mediocre approach - Eg 8

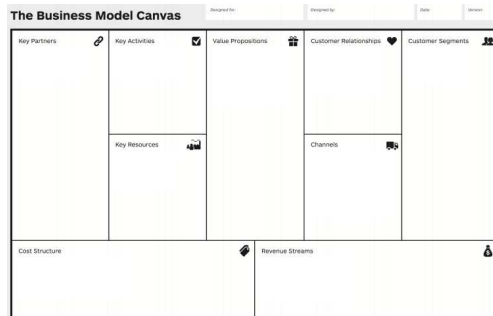
Diagnosis 1



Domain	Step	Canvas deliverable	Class	Mitigation	
Business	1	Partners	People; organisations	Evaluated	A good place to start
	2	Activities	Strategies	Evaluated	Too many
	3	Resources	Assets	Evaluated	What about offerings?
	4	Value	Values	Evaluated	Mediocre last 2
	5	Customers	People; organisations	Evaluated	Irrelevant as last deliverable was pointless
	6	Channels	People; organisations		
	7	Segments	People; organisations		
	8	Costs	Metrix		
	9	Revenue	Customers; assets		
Technology	10	IT solutions	None		

Conclusion: Find a better approach

How to identify a mediocre approach Eg 8 - Explanation

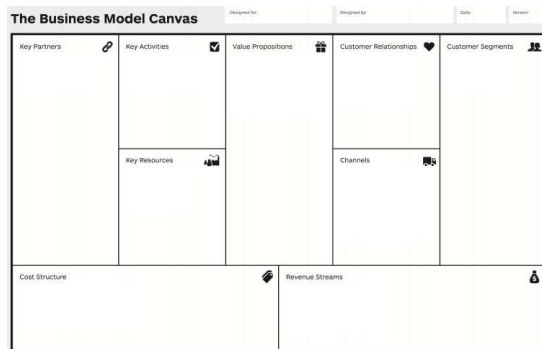



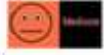

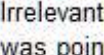
Why is it pointless?

- 1) Step 1 – Partners
A good place to start. However it is limited to who you know and restricted to finding a common base of understanding (ie objectives) hence could soon become mediocre
- 2) Step 2 – Key Activities
The deliverable relies on brainstorming your strategies. Hence mediocre
- 3) Step 3 – Key Resources
The deliverable relies on itemising all your key assets. It does not however include your offerings, which will probably have to be brainstormed. Hence mediocre
- 4) Step 4 – Value propositions
Pointless as too many mediocre previous steps. However if integrated into step 1 it may have stood a chance of delivering an excellent deliverable
- 5) Step 5 – Customer relationships
Irrelevant step as previous step was pointless. However see point 4
- 6) Steps 6 to 9 – All irrelevant. See point 5

Conclusion: Find a better approach

How to identify a mediocre approach - Eg 8 Final Diagnosis



Domain	Step	Canvas deliverable	Class	Mitigation	
Business	1	Partners	People; organisations		Should have started with objectives
	2	Activities	Strategies		Too many
	3	Resources	Assets		Prev 2 mediocre
	4	Value	Values		Irrelevant as last deliverable was pointless
	5	Customers	People; organisations		
	6	Channels	People; organisations		
	7	Segments	People; organisations		
	8	Costs	Metrix		
	9	Revenue	Customers; assets		
Technology	10	IT solutions	None		

Conclusion: Find a better approach