GENERATING A CONTEXT STATEMENT

Broad Ecosystem:

High-Level Challenges:

High-Level Opportunities:

Workshop Scope:

IDEATING ACTORS AND FACTORS

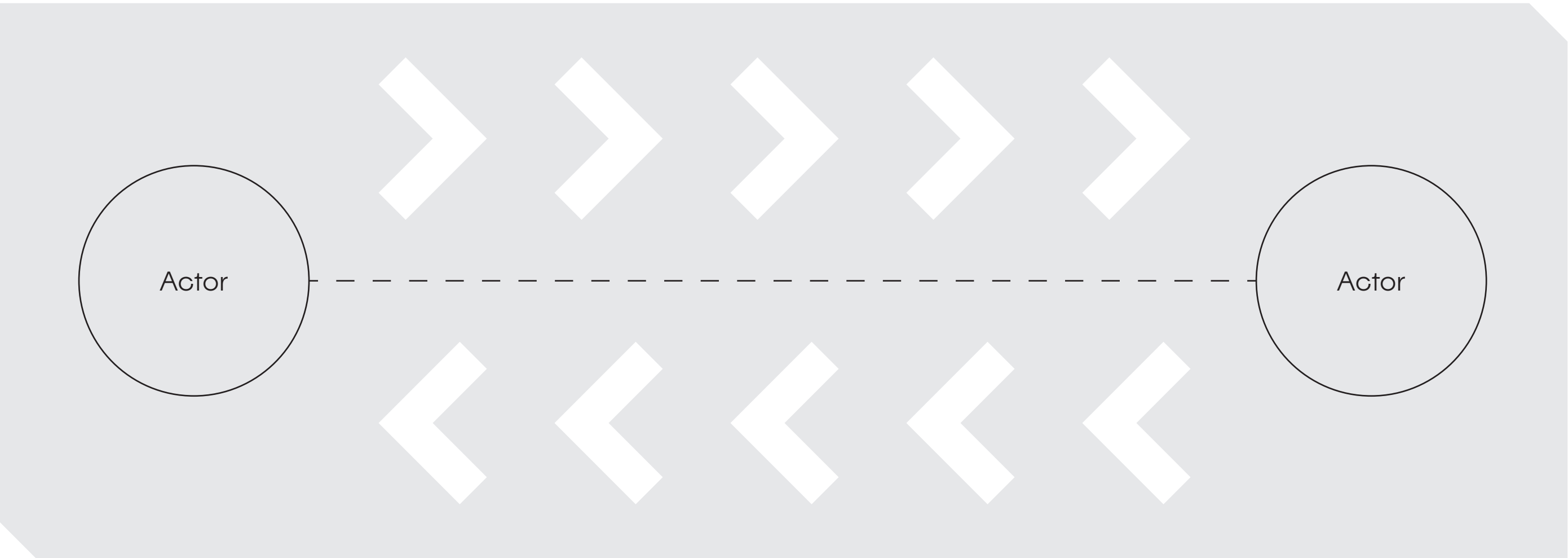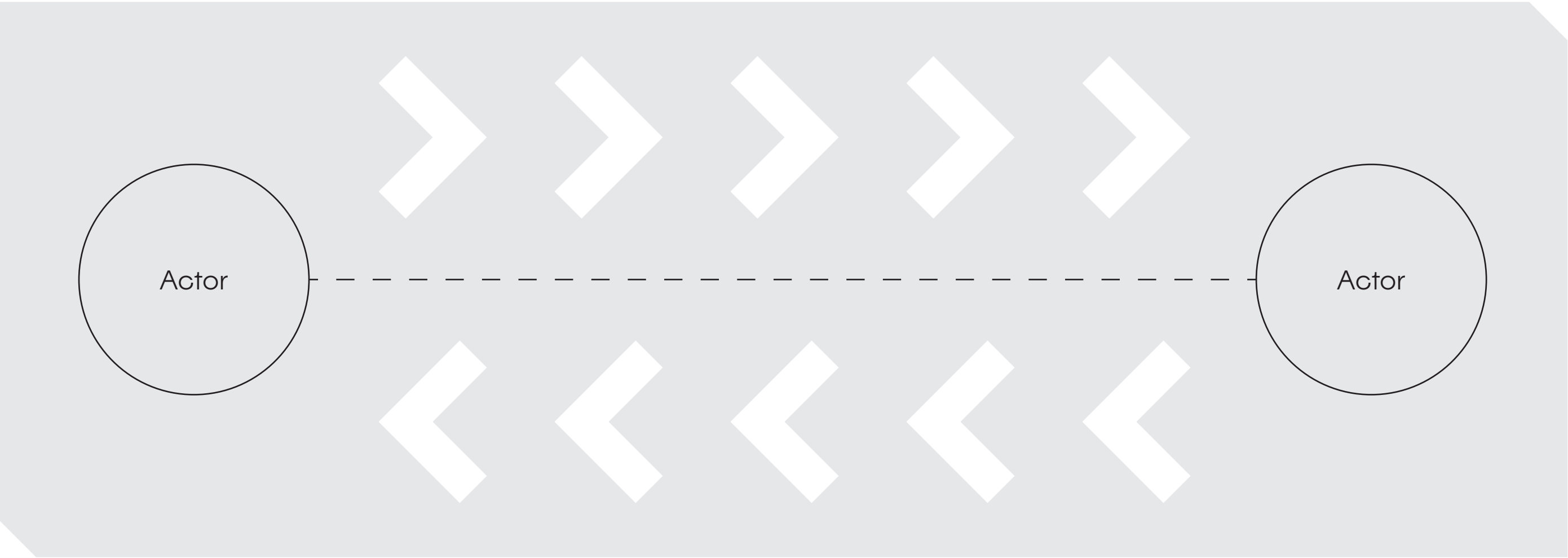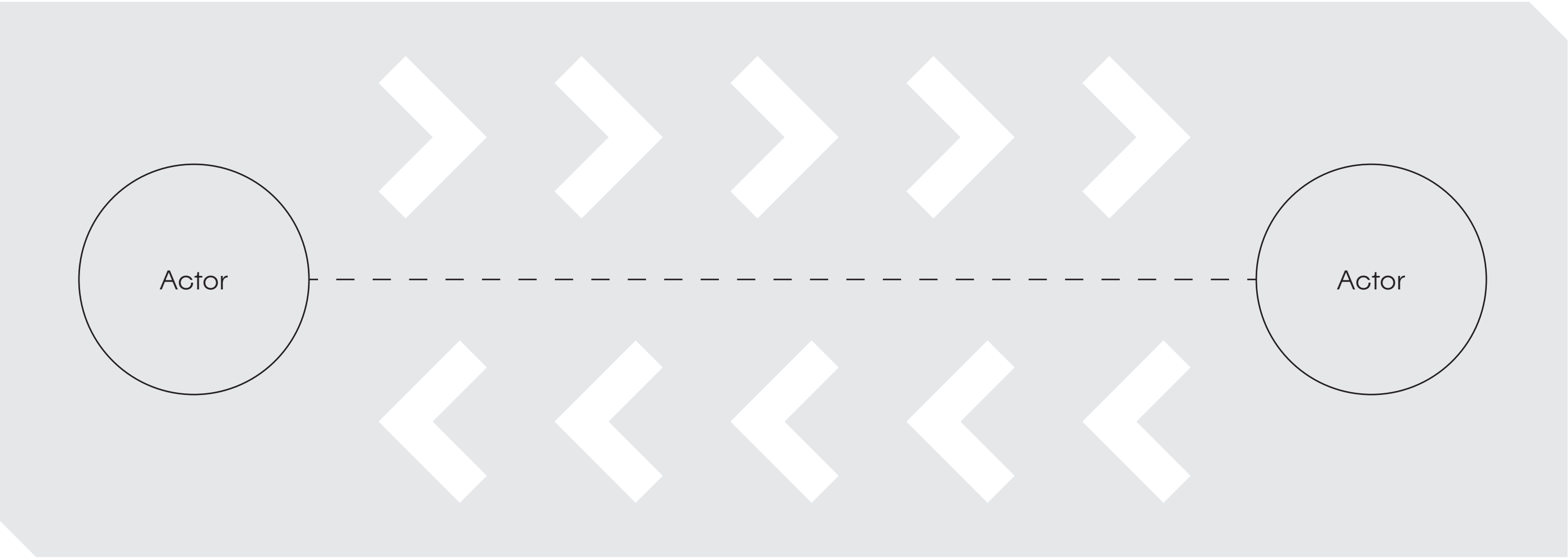Actors:

Factors:

CREATING ACTOR PORTRAITS

Actor	Assets	Pressures	Goals
Actor			

Actor	Assets	Pressures	Goals
Actor			

Actor	Assets	Pressures	Goals
Actor			

EXPLORING ACTOR RELATIONSHIPS

(Actor) - - - - - - - - - - - - - - - - - (Actor)

(Actor) - - - - - - - - - - - - - - - - - (Actor)

(Actor) - - - - - - - - - - - - - - - - - (Actor)
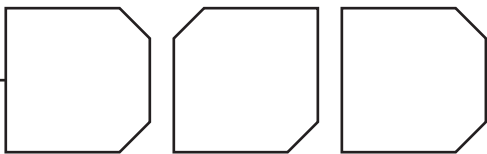
DEFINING CAPABILITIES

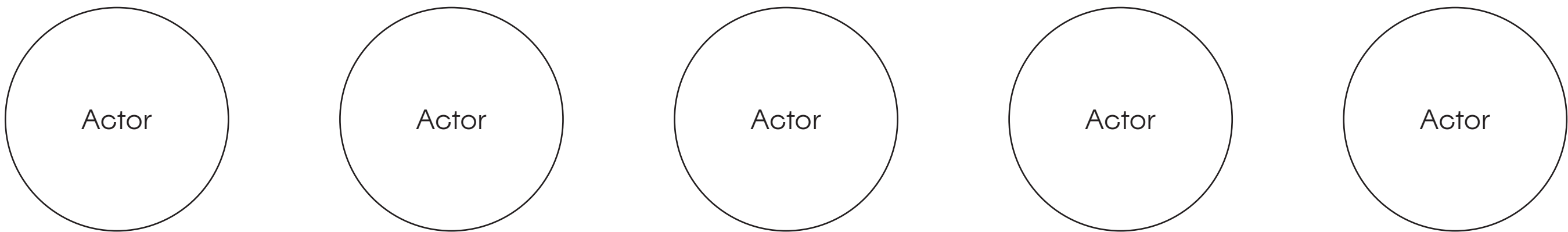1. Choose an actor and an important asset they own.

(Actor)   (Asset)
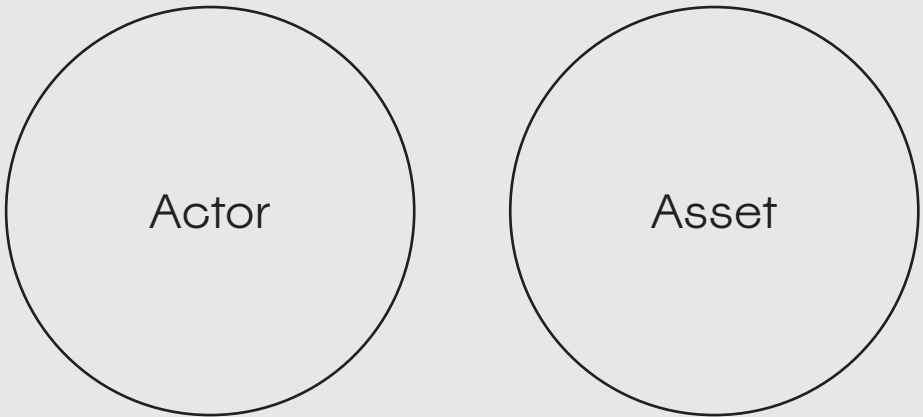
2. What might this offer that is valuable to other actors in the ecosystem (capabilities)?

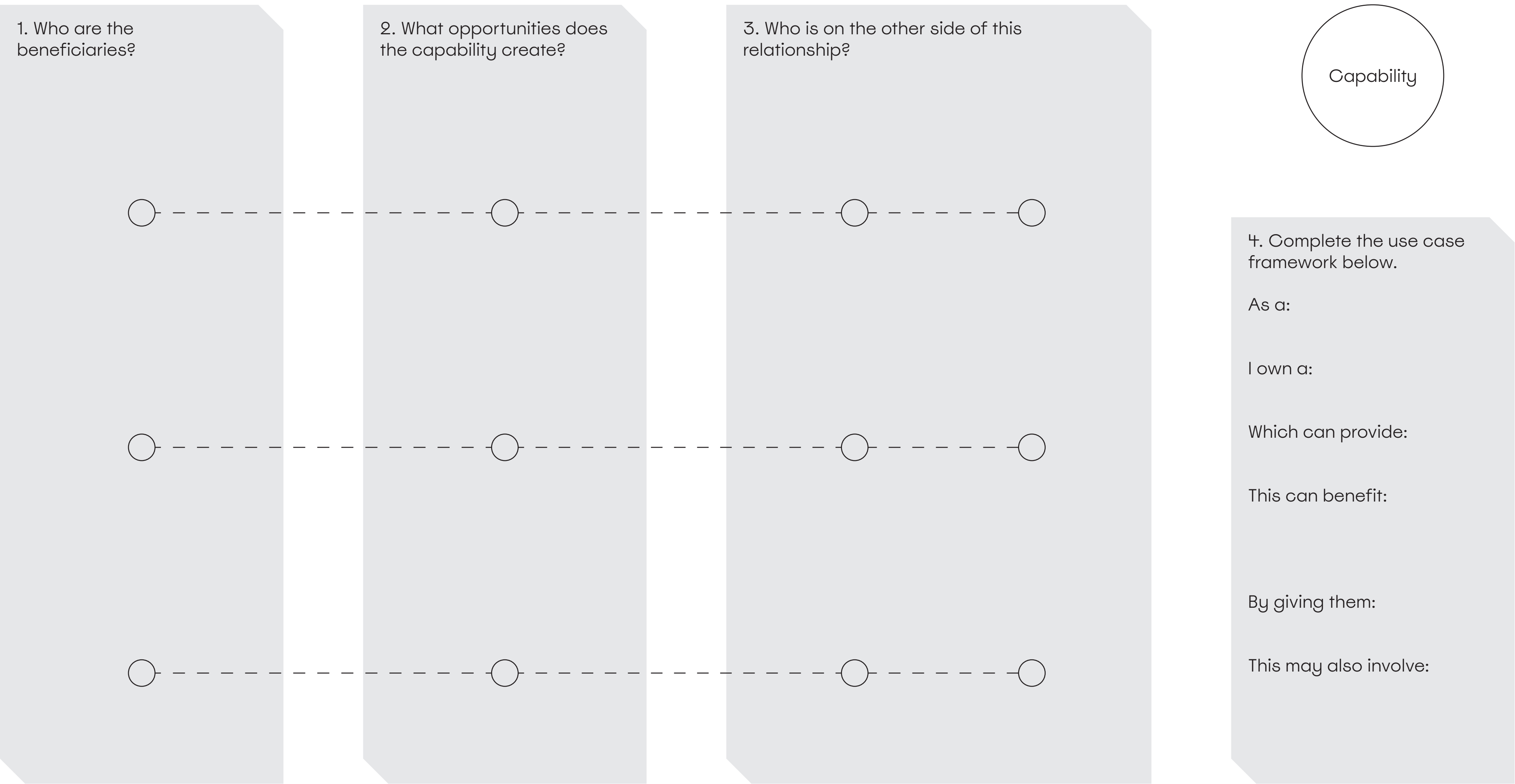3. What capability holds the most potential value based on your objectives (primary capablity)?

4. Outline what this capability is.

ASSIGNING CAPABILITY VALUES

Actor

Actor

Actor

Actor

Actor

+

−

Capability

Scale of Impact

BUILDING A USE CASE

1. Who are the beneficiaries?

2. What opportunities does the capability create?

3. Who is on the other side of this relationship?

Capability

4. Complete the use case framework below.

As a:

I own a:

Which can provide:

This can benefit:

By giving them:

This may also involve:

DESIGNING A CAPABILITY MODEL

Capability

Positive:

Neutral:

Negative:

Actor

Actor

Actor

Actor

Actor