## Transformation Landscape canvas

### Step 2a
Clarify current state

<table>
<thead>
<tr>
<th>Now</th>
<th>Short term</th>
<th>Medium term</th>
<th>Long term</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Business model &amp; strategy? Products? Services?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Step 2b
Define short-term actions and targets, building on current position towards the future value scenario/s

#### When?
- Why?
- What?
- How?

### Step 2c
Identify key enablers for success

### Step 3a
Identify key trends and drivers, and associated Opportunities and Threats

### Step 3b
Identify key resources and capabilities, and associated Strengths and Weaknesses

### Step 3c
Identify key barriers to success

### Step 1a
Define future value opportunity scenario/s

### Step 1b
Define long-term goals and objectives in line with value opportunity scenario/s

### Step 1c
Identify key barriers to success

### Step 2c
Identify key enablers for success

### Step 4
Identify and prioritise strategic initiatives to explore, which exploit opportunities, counter threats and barriers, build on strengths and enablers and address weaknesses, together with associated key milestones, enablers, barriers, risks and knowledge gaps

### Step 2c
Identify key enablers for success

### Step 3b
Identify key resources and capabilities, and associated Strengths and Weaknesses

### Step 4
Identify and prioritise strategic initiatives to explore, which exploit opportunities, counter threats and barriers, build on strengths and enablers and address weaknesses, together with associated key milestones, enablers, barriers, risks and knowledge gaps

### Step 3a
Identify key trends and drivers, and associated Opportunities and Threats

### Step 1a
Define future value opportunity scenario/s

### Transformation Landscape canvas

1. **Step 2a** Clarify current state
2. **Step 2b** Define short-term actions and targets, building on current position towards the future value scenario/s
3. **Step 2c** Identify key enablers for success
4. **Step 3a** Identify key trends and drivers, and associated Opportunities and Threats
5. **Step 3b** Identify key resources and capabilities, and associated Strengths and Weaknesses
6. **Step 3c** Identify key barriers to success
7. **Step 1a** Define future value opportunity scenario/s
8. **Step 1b** Define long-term goals and objectives in line with value opportunity scenario/s
9. **Step 1c** Identify key barriers to success
10. **Step 2c** Identify key enablers for success
11. **Step 4** Identify and prioritise strategic initiatives to explore, which exploit opportunities, counter threats and barriers, build on strengths and enablers and address weaknesses, together with associated key milestones, enablers, barriers, risks and knowledge gaps

### The challenge – where are we now? (compared to vision)
- Us?
- State-of-the-art?

### Short term
- Market Trends & drivers?
- Regulation?
- Standards?
- Policy?
- Competing firms & technologies?
- Customers?

### Medium term
- Application Business model & strategy?
- Products?
- Services?

### Long term
- Application functionality, performance and format

### Sub-system performance requirements

### Feedback
- Welcome for research, collaboration and training. Please contact Rob Phaal: rp108@cam.ac.uk, cambridgeroadmapping.net