Transformation Landscape canvas

**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 2a** Clarify current state

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

**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 enablers for success

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

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**Market**
- Trends & drivers?
- Regulation?
- Standards?
- Policy?
- Competing firms
- & technologies?
- Customers?

**Application**
- Business model & strategy?
- Products?
- Services?

**Us?**
- State-of-the-art?
- Who?
- Where?

**Sales & marketing?**
- Support for customers?
- Distribution and logistics?

**Capabilities**
- Technology?
- Design?
- Production?
- Business processes?
- Supply?
- Finance?
- Skills?
- Other resources?

**Quantify $**
- Application functionalty, performance and format
- Sub-system performance requirements
- Why?
- What?
- How?