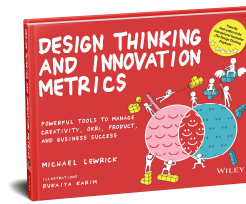


ENVISION OKR CANVAS



Quick guide: The canvas supports the brainstorming and documents potential objectives, purposes, and first ideas for leading and lagging indicators. It provides three different levels of envisioning for a specific innovation initiative, based on "What if – questions", "Imagine that – statements", and "How might we – questions".

More tips & tricks on book page: 293



Lewrick, M.
Design Thinking and Innovation Metrics
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www.design-metrics.com

1 Envision North Star <i>State and describe the long-term vision or high-level company-wide north star (for example based on one metric that matters most).</i> 	2 Strategic Guidelines and Scope for Action for the Team 												
3 Select and Apply Techniques for Envisioning <i>Apply the appropriate techniques to explore the future and to describe the problem statement</i>  <table border="1"> <tr> <td data-bbox="215 488 488 762"> What if... <i>Questions</i> </td> <td data-bbox="490 488 1117 762">  Long-Term Objectives <i>Aspirational qualitative statement</i> </td> <td data-bbox="1120 488 1621 762">  Why?/How? <i>Ask why/how multiple times to explore and adjust the problem space.</i> </td> <td data-bbox="1624 488 2150 762"> Leading/Lagging Measures <i>Brainstorm and describe first high-level activities/ milestones or/ and outcomes/impact in the context of the objective and purpose.</i> </td> </tr> <tr> <td data-bbox="215 764 488 1046"> Imagine that... <i>Statements</i> </td> <td data-bbox="490 764 1117 1046">  Long-Term Objectives </td> <td data-bbox="1120 764 1621 1046">  Why?/How? </td> <td data-bbox="1624 764 2150 1046"> Leading/Lagging Measures </td> </tr> <tr> <td data-bbox="215 1048 488 1337"> How might we... <i>Questions</i> </td> <td data-bbox="490 1048 1117 1337">  Long-/Mid- Term Objectives </td> <td data-bbox="1120 1048 1621 1337">  Why?/How? </td> <td data-bbox="1624 1048 2150 1337"> Leading/Lagging Measures </td> </tr> </table>		What if... <i>Questions</i>	 Long-Term Objectives <i>Aspirational qualitative statement</i>	 Why?/How? <i>Ask why/how multiple times to explore and adjust the problem space.</i>	Leading/Lagging Measures <i>Brainstorm and describe first high-level activities/ milestones or/ and outcomes/impact in the context of the objective and purpose.</i>	Imagine that... <i>Statements</i>	 Long-Term Objectives	 Why?/How?	Leading/Lagging Measures	How might we... <i>Questions</i>	 Long-/Mid- Term Objectives	 Why?/How?	Leading/Lagging Measures
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Envision <i>What is, for example, the bold and ambitious more-than-three-year Moonshot or Everest objective?</i>	4  Get a PDF Premium Design Thinking and Innovation Metrics Template: WWW.DT-TOOLBOOK.COM/SHOP												