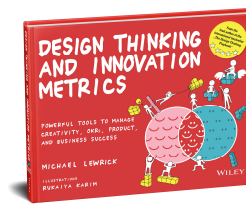




Quick guide: The canvas helps teams to begin to focus on what is essential for success. Start with a break down of the vision into more executable and prioritizable mission. It is often necessary to take into account dependencies on other strategic initiatives/missions that will ultimately influence the overall planning and implementation.

MOONSHOT/EVEREST CANVAS FOR INNOVATION TEAMS

More tips & tricks on book page: 300



Lewrick, M.
Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

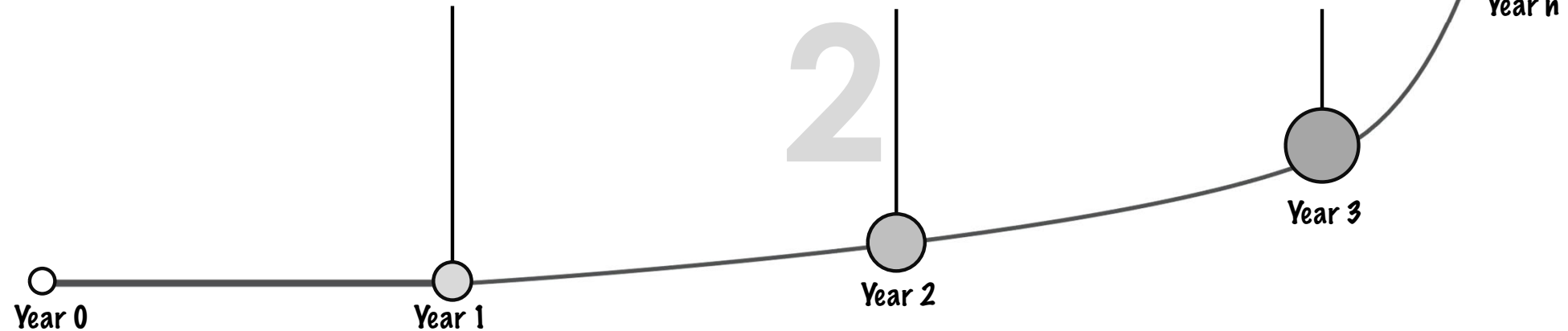
Envision

What is the bold and ambitious three-plus-year Moonshot and one-to-three-year Everest objective?

1

Break Initiatives into Missions

What are the concrete missions the team is able to achieve within 12, 24, 36+, months that will keep the Moonshot/Everest objective on schedule?



Prioritized Missions

Describe and prioritize three or four missions the team is aiming to complete in the first 12 months



Tasks Related to Missions

Describe potential tasks which relate to missions, and question whether the skills and capabilities exist within the team/organization



Other Missions to be Completed

Describe other missions to be completed over the time line and discuss dependencies and importance

- 1.
- 2.
- 3.

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-
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3