

DIGITAL STRATEGY CANVAS

CROSS-INDUSTRY COMPLETED EXAMPLE

Quick Free | Page 1 of 3 | Blocks 1-5

Only use Foxit reader or something similar to edit and send this file.



ORGANIZATION

DATE

1. BUSINESS CHALLENGE

What is happening now? Who is affected? Why does it matter?

Example: Requests arrive by email or paper and are re-entered in separate records.

2. DESIRED OUTCOME

What should become faster, safer, clearer, more reliable or easier to manage?

Example: A unique reference, owner, status and evidence trail connect request to payment.

3. CURRENT PROCESS

How does work actually move today, including handoffs, delays, approvals and workarounds?

Example: The real process includes handoffs, approvals, re-entry and outage workarounds.

4. USERS AND STAKEHOLDERS

Who performs, approves, supports, receives or is affected by the process?

Example: Requesters, approvers, Procurement, Finance, IT and suppliers need clear roles and backups.

5. DATA AND REPORTING

Which records matter, who owns them, what quality gaps exist and what decisions require trusted reporting?

Example: Use one request ID linking approvals, order, receipt, invoice, compliance checks and payment.

02

ALIGN TECHNOLOGY, GOVERNANCE AND ADOPTION

Complete the operating conditions before asking which tool to buy.

6. TECHNOLOGY AND INTEGRATION

What tools exist, what must connect, and what should be retained, replaced or deferred?

Example: Retain proven tools for the pilot and defer a major platform until requirements are tested.

7. GOVERNANCE AND RISK

Who decides, who owns the result, and what security, privacy, continuity or compliance controls are needed?

Example: Define decision rights, access, payment controls, continuity and incident escalation.

8. ADOPTION AND CAPABILITY

What skills, time, communication, testing, support and manager behaviour are required?

Example: Train every role on real tasks, exceptions and the agreed workflow.

9. MEASURES AND NEXT 90 DAYS

How will success be measured, and what three actions should happen before procurement or expansion?

Example: Control, pilot and measure the workflow before making the Day-90 investment decision.

THE CLOSING TEST

Do not ask 'Which tool should we buy?' until the canvas can explain the problem, outcome, process, data, ownership, adoption needs and measures of success in plain language.

03

FACILITATE A DISCIPLINED CONVERSATION

45-60 minutes as a workshop | 20 minutes as an individual first draft

BEFORE AND DURING

- Choose one workflow causing recurring pain.
- Invite the business owner, process roles, IT/support and a decision-maker.
- Map what actually happens, including workarounds and outages.
- Use plain language and de-identified examples.
- Separate symptoms from root causes.
- Record disagreements as evidence gaps to resolve.

FINISH WITH

- A clear problem and measurable desired outcome.
- A current-process view with owners, handoffs and exceptions.
- Required data, controls, continuity and integration conditions.
- Adoption actions and manager commitments.
- Three actions for the next 90 days before procurement or expansion.
- A named owner and decision date.

CASE AND DATA CONTROL

Do not enter passwords, credentials, confidential network details, personal data, banking details or sensitive client, patient, student, citizen, beneficiary or operational-security records. Use process-level facts and de-identified examples.

NEXT DECISION / DISCUSSION NEEDED

What must leadership decide before procurement?

COMPLETED EXAMPLE

SUBMISSION DISABLED - USE A BLANK EDITION

ACCESS THE PROFESSIONAL EDITION

Fictional guidance sample. Open a blank sector edition to complete your own tool.