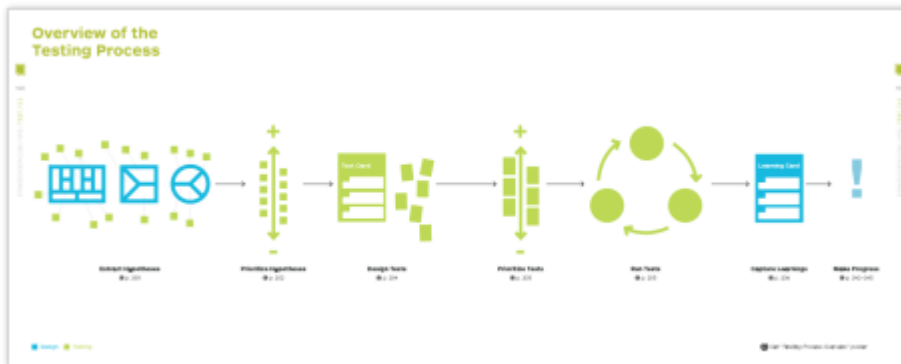
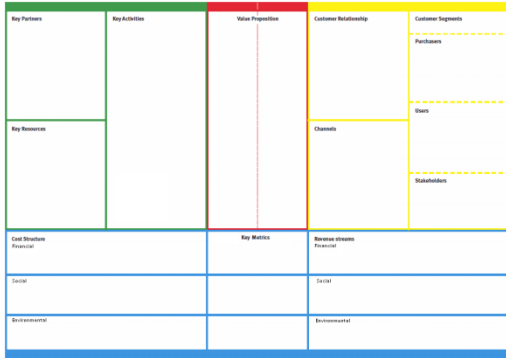
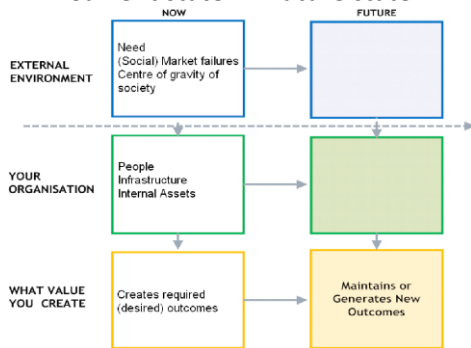


Usage of the Social Business Model Canvas



Current state → Future state



Initial usage / headline level

Time: Fast, 15-20 minutes

Purpose: common understanding, common vocabulary

Detail level

Time: Slower, 60-90 minutes

Purpose: Greater understanding and granularity

Test and refine stage

Time: As required

Identify aspects you know / are sure of and begin to refine

Identify aspects you are unsure of and challenge / test

For organisational development

Time: Slower, 90 - 120 minutes

Purpose: Identify changes required over time

What if different scenarios occur?

Time: Fast, 5-15 minutes
Slower, Evaluate 30 m each

Purpose: Plan for an uncertain future – risk, operations, organisational development

Similar to financial sensitivity analysis