

Customer-Centric Change Canvas

IDENTIFY THE CHALLENGE

OUR BUSINESS CHALLENGE

What is the business challenge you're facing?

NARROW
YOUR CHALLENGE

OUR CUSTOMER CHALLENGE

What challenge might your customers be facing in their lives and with your product/service?

START THE CHANGE PROCESS

1 Sound the alarm and signal the need for change



What are the **rational and analytical** messages or facts that may motivate your organization?

What are the **emotional** messages or **stories** that may motivate your organization?



2 Lay the foundation for an organizational "reset" by aligning vision, values, and strategy

Brainstorm the benefits

A change would be valuable because

For your business

For your customers

Set a vision

3 Catalyze the change process and plan for change

Identify change champions

Who in your organization falls in these categories of potential allies or detractors?

Champions

Supporters

Challengers

Build employee empathy

What will you do to immerse your employees in your customer's experience?

4 Begin experimenting with change and prepare employees for a long-term change process

Prepare your change network

What will you do to specifically 'manage anxiety' and 'maximize rewards' for these allies or detractors?

First steps

What first experiments or initiatives might you take as an organization, and what will be the aim?