# Customer-Centric Change Canvas

## IDENTIFY THE CHALLENGE

### OUR BUSINESS CHALLENGE

What is the business challenge you’re facing?

### OUR CUSTOMER CHALLENGE

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

## START THE CHANGE PROCESS

### 1. Sound the alarm and signal the need for change

- **Rational and analytical messages or facts 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

### 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?