

Organizing Canvas Modell

Designed for:

Designed by:

date:

number#:

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|--|--|---|--|--|
| <p>Constituents primary constituents secondary constituents</p> | <p>Problem top 3 problems</p> | <p>Benefits of Membership top 3 benefits of membership (solutions)</p> <p>Unique Value Proposition single, clear, compelling message that states why you are different and worth joining</p> | <p>Strategies where to focus? how to win?</p> | <p>Competitive Advantage avoid being defeated or undermined</p> |
| <p>Financing seed funding sustainable financing at scale</p> | <p>Key metrics most essential activities, outputs, impacts to measure</p> | <p>Techniques of Division Which techniques of (social) engineering uses our opponent?</p> | <p>Channels path to members, allies and other key constituents</p> | <p>Core Capabilities top 3 things to be world class in</p> |
| <p>Membership and Leadership Structure How do we define a member? When do members meet? How are decisions made? How is the leadership decided? What is the leadership body?</p> | | | <p>Mechanism What is the mechanism or hook to hold improved wages and working conditions? How will members be retained? How will we tie the benefits created to being a member?</p> | |

