THE DESIGNED ALLIANCE CANVAS

Creator:

Context:

Date:

1 *Who do we serve?*

Who are we called to serve? What are they looking for?

2 *Why do we serve them?*

What's important about serving them? How does it tie back to our purpose? What might happen if we didn't serve them?

3 *How do we serve them?*

What outcomes do we create for them? What becomes possible for them as a result of the outcomes we create?

4 *How will we know?*

What evidence might tell us if we are serving them?

5 *What gets us stuck?*

What gets in our way of serving them? What does it cost us? What does it cost them?

6 *What frees us up?*

What helps us get unstuck?

7 *What will we bring?*

What will we bring to our relationship?

8 *What do we need?*

What do we need from each other, from our coach, inter-dependent teams, stakeholders, partners and leaders?

9 *Who will we be?*

Who will we be when our unhelpful thoughts and habits get in our way? When we are challenged to be true to those we serve?