

Solution Focused Strategy Canvassing:

An Approach To Enabling Collective Effort In Making Strategy Happen by Adie Shariff and Alison Abington



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- Currently available at https://sfwork.com/resources/interacti on/s6-Vol2-1-6.pdf (Thanks Mark & Jenny)

Benefits



Team Alignment – align and focus on the end result

Purpose & Creativity – rise above details of funding, compliance etc instead focus on customer and stakeholder needs

Common Language & Shared Vision – talk more about the desired success and the strengths/resources to get there

Ownership & Empowerment – the team owns the strategy and related daily tasks to strategic success

Control & Freedom – Clarity allows freedom to get things done

2 Central Principles

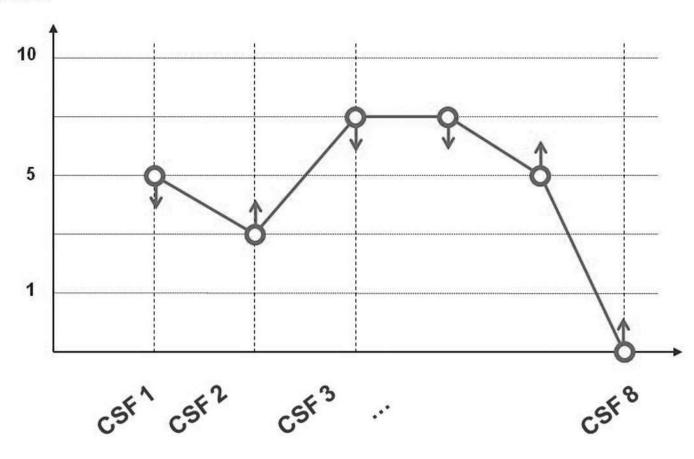
Strategy needs to be defined in term of value deliver to customers (or stakeholders) to simplify language

Strategy is best represented in a single picture for ease of communication, review & focus

4 Phases

- Detail a preferred future for customers and key stakeholders and their interactions
- 2. Identify 5-8 critical success factors that underpin the preferred future
- 3. Scale these critical success factors from 0-10. Use typical SF scaling questions. Graph these
- 4. Review regularly





Critical Success Factors