



# INTRODUCTION TO SF STRATEGY CANVAS

## **Solution Focused Strategy Canvassing:**

An Approach To Enabling Collective Effort In Making Strategy Happen  
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- Originally published in InterAction Volume 2, Number 1, May 2010
- Currently available at <https://sfwork.com/resources/interaction/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

1. 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

