SALES CAP-Do CANVAS

Team Name: **Sales Cycle ID:**

Sense-making: Give meaning to experience.
Create a point of view statement that defines the efforts to understand connections which can be among people, places, and events.
Understanding the problem space is many times as important as understanding the user.

A: Analyze the user
Define and study the user to develop insights as a starting point for defining value. Review and focus on the service period to determine the pre-service, service and post service durations.

L: Locate the people who understand the user and the needs
List the members of your team, including position and role they will play.

Name   Position   Role

E: Empower the Team
The team is autonomous and completely responsible for the tasks within this stage. Clarity is the most critical factor for empowering a team. Outline Meetings, Daily Stand-ups, Weekly Tactical and others as needed. Define Standard Work of Team (Team Charter) to accomplish process.

S: Select a limited set of needs you are designing for—your user.
Create user stories based on this set of needs.

C: Check
List what we are presently doing – Why, What, How
Share and document experiences in the SALES Team
Review organizational structural forces
List what we are certain and uncertain about
Value Chain Analysis: assess the current value chain that supports the customer's journey

A: Act (Adjust)
Confirm with Customers/Markets key certainties and uncertainties
Observe, Think and Feel: Planning is not done in isolation.
Visit customers, go to Gemba for planning.
Write stories with customers of existing events
Write stories of customers of future events/scenarios

P: Pause (Presencing)
Are the stories clear, concise and relevant?
Reflection – The stories that you created in Check match with stories in Act (Divergent views are important)
Isolate and group key assumptions
Seek to understand

P: Plan
Act and Engage: look and generate new alternatives
Visualization: use imagery to envision possible future conditions
Concept Development: assemble innovative elements into a coherent alternative solution that can be explored and evaluated
Group and make decisions on what:
⇒ To Start
⇒ To Stop
⇒ To do Differently
⇒ Not to Change

D: Do
Enact our Decisions
⇒ Create Standard Work for what not to change
⇒ Create Plan to do different (SOAR/SWOT)
⇒ Create Plan to Start Something New
⇒ Stop what we don't want to do
Customer Co-Creation: enroll customers to participate in creating a solution that best meets their needs
Analyze and optimize: isolating and testing the key assumptions that will drive success or failure of a concept
Rapid Prototyping: express new concepts in a tangible form for exploration, testing, and refinement
Relate and Influence: No matter how good of an idea you have, the key is still in gaining acceptance of others, build constituency.