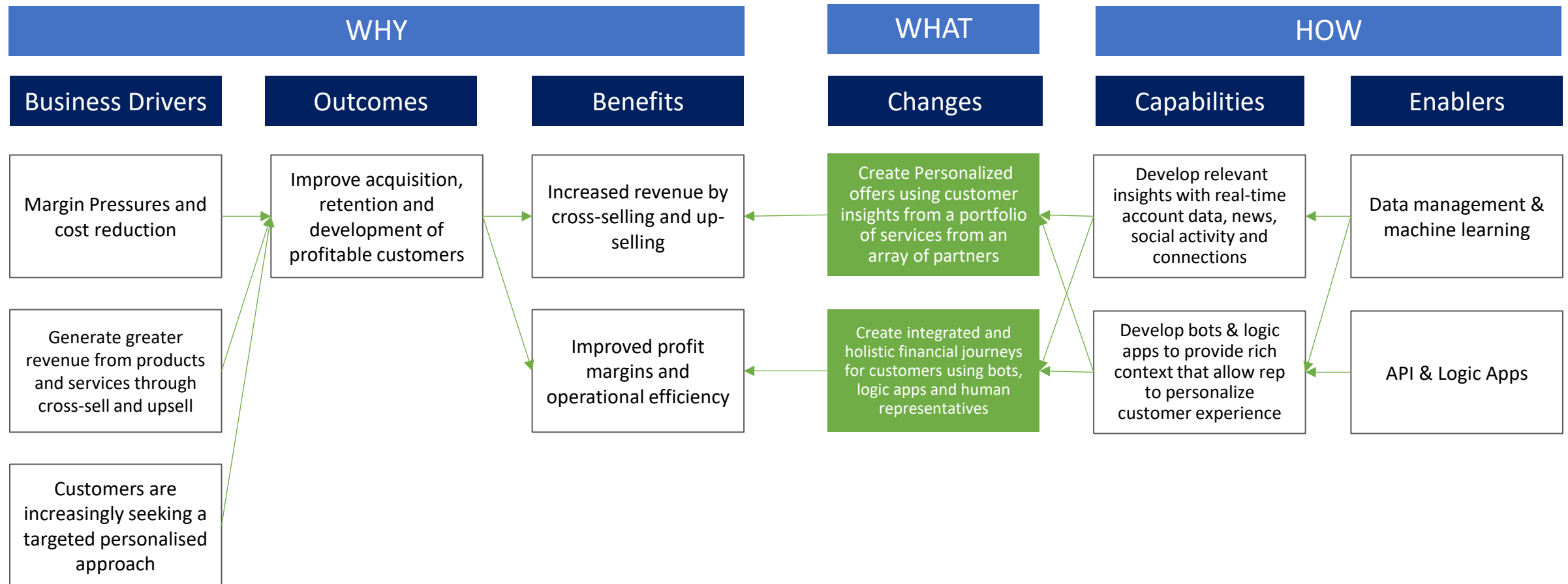
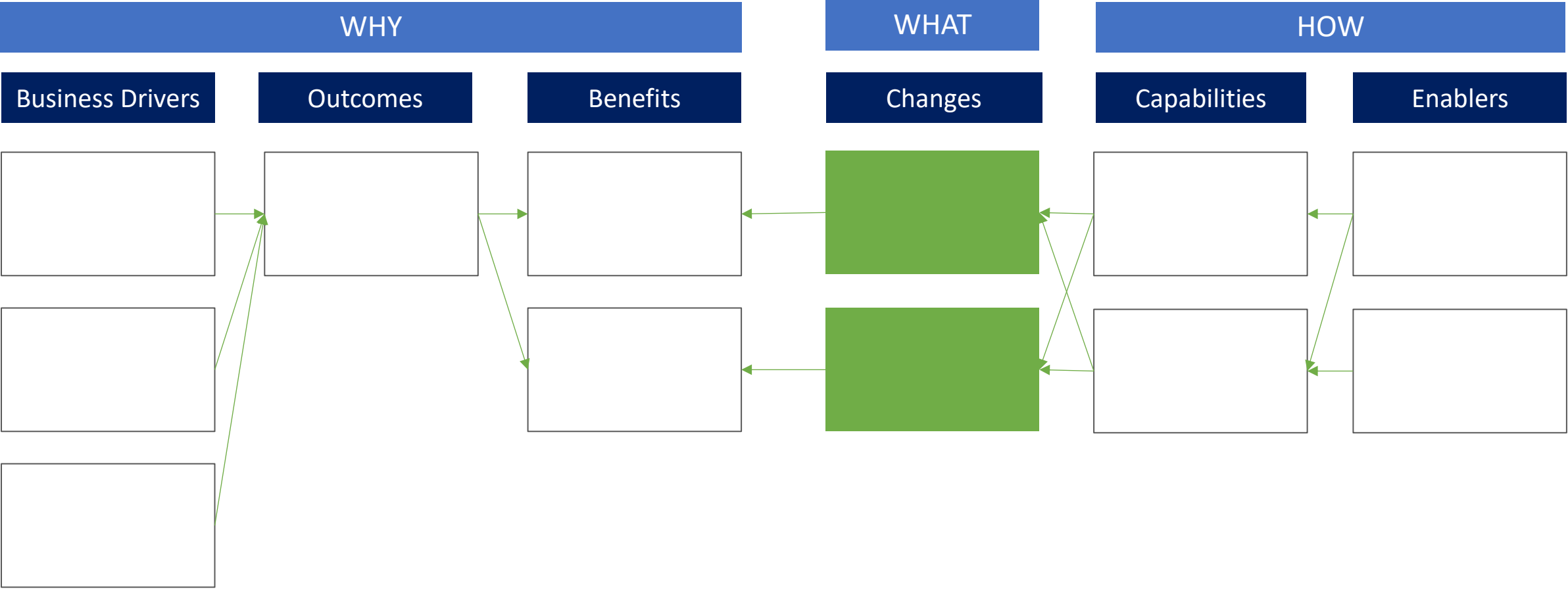


Change Benefits Canvas Example



Change Benefits Canvas



Notes

Change Benefits Canvas: Visualizing and Communicating Business Change

1. WHY the Change?

Identify Drivers: Understand market or internal business pressures that necessitate change.

Define Outcomes: Set clear business outcomes that respond to these drivers.

Justify with Benefits: Outline the benefits (e.g., better, faster, cheaper) that support the desired outcomes, keeping in mind they should resonate with stakeholder values.

2. WHAT is the Change?

Specify Changes: Detail the specific alterations or innovations needed in the business to achieve the outlined benefits.

3. HOW to Implement the Change?

Develop Capabilities: Identify what new skills, processes, or changes are necessary to implement the changes effectively.

Enable with Tools: Determine the tools and technology required to support these new capabilities.

Key Takeaways:

- Use a straightforward narrative to walk through why, what, and how of the change.
- This approach aligns business and IT by simplifying complex transformations into understandable segments.
- Focus on how changes create direct benefits, ensuring relevance and easier stakeholder buy-in.

Practice Tips:

- Regularly articulate these elements in discussions to internalize and perfect the communication of business change.
- Utilize visual aids like whiteboards or slides to map and share these concepts effectively.