

# The StrategyPunk Strategy Canvas

Purpose-Driven, Results-Oriented, Fully Aligned



**Strategy Canvas:** A one-page tool to align vision, strategy, and actions.

**Simplifies Complexity:** Transforms complex ideas into simple, actionable steps.

## Purpose Core Elements:

- **Mission:** Your organization's promise and societal impact.
- **Values:** Principles guiding decisions and actions.
- **Vision:** The future state you aspire to achieve.

## Strategy Framework:

- **Strategic Intent:** How you plan to reach your goals.
- **Drivers:** Key focus areas propelling the organization forward.
- **Enablers:** Tools and skills needed for effective execution.

## Execution Plan:

- **Targets and Initiatives:** Specific steps to achieve objectives.
- **Performance Indicators:** Metrics to track success and progress.
- **Strategy Map:** Communication tool for transparency and alignment.

# Navigating Growth with The Strategy Canvas

Purpose-Driven, Results-Oriented, Fully Aligned



Category	Element	Key Question
Purpose	Mission	Why do we exist?
	Values	What is important to us?
	Vision	What do we want to be?
Strategy	Strategic Intent	How will we get there?
	Drivers	What will we focus on?
	Enablers	What frameworks, resources, and skills will we use?
Execution	Targets and Initiatives	What will we need to do?
	Performance Indicators	How will we know we are successful?
	Strategy Map	How will we test and communicate the strategy?

# Strategy Canvas

Title:



Category	Element	Description
Purpose	Mission	
	Values	
	Vision	
Strategy	Strategic Intent	
	Drivers	
	Enablers	
Execution	Targets and Initiatives	
	Performance Indicators	
	Strategy Map	