

**The Canvas
works best as
a stimulus for
discussion**

**If possible,
work on it with
a colleague,
a mentor, an
advisor, or a
friend**

www.innovationcanvas.ktn-uk.org

How to use the Innovation Canvas for innovation diagnosis

Identifying challenges in an existing project and
working out how to overcome them





1. Make a rapid assessment of the strengths and weaknesses of your project by considering the questions on the cards (which are also printed on the back of the canvas).



2. Give yourself a mark between 1 and 5 to indicate how well you are able to answer the questions.

1 = cannot answer. 2 = can answer partially. 3 = can answer fairly well. 4 = can answer very well. 5 = can answer fully.

Think about what evidence you have to justify your scores - e.g. a recent user survey - but don't agonise about it; the numbers are simply meant as a quick way of measuring how well you can address each topic.

Make a note of why you decided on a particular score; this is particularly important in the case of low scores, where you are identifying gaps or weaknesses. If working with a colleague it can be beneficial to start separately - each one scoring a canvas independently and then comparing notes.



3. Review your scores and the notes you've made to help you find the areas where you need to focus. Wherever possible do this with at least one other person who can test your assessments and challenge your responses.



4. Prioritise issues that are most likely to impede your progress and list your Top Challenges in the space provided on the Canvas. Low marks suggest where there are gaps or weaknesses in your ability to innovate successfully. Be succinct and specific in describing the two or three challenges you need to deal with first.



5. Write down as Action Points what you can do to overcome the challenges or fill the gaps you've identified in your Top Challenges. Seek perspective from others in your team, from objective observers or others who may be able to help with useful experience, relevant knowledge or contacts. Note who is taking action and when.