

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 of between 1 (needs work) and 5 (sorted) to indicate how well you are able to answer the questions on each topic. Don't agonise about this: the numbers are simply meant as a quick way of measuring how well you can address each topic on the canvas.

Make a note of specific reasons you decided on a particular score; this is particularly important in the case of low scores, where you are identifying gaps or weaknesses. If you are working with a colleague, it can be beneficial to do this separately, each one scoring 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.

The Canvas works
best as a stimulus
for discussion.

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