



1. DESIGN

1.1 Mandate / Sponsor



1.1.1 Conditions for Success



DESCRIPTION

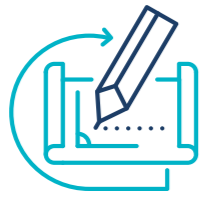
To evaluate the feasibility and the overall potential of the opportunity to transition, you first need to identify that you have the necessary conditions in place in order for a successful innovation journey. Answer in as much precise detail as possible, the series of questions provided. This will act as a diagnostic for how ready you are to embark on an innovation journey.

STEPS

1. Is there a clear ambition within the organization to improve value for people and planet with a profitable business model?
2. At what level is that mandated within the organisation (e.g: C-suite, business unit, project level, individual)?
3. What evidence is there that the organization could allocate resource and sustain attention and focus for the entire business model innovation journey?

OUTPUT

- A clarity of vision and expectations
- An understanding of the core values and motivation to change
- An understanding of what level the ambition is mandated at and which stakeholders are on board



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PRINT A3

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