

CONFRONTING REALITY

Strategy Canvas



A strategy canvas is a snapshot in time of an organization's position relative to its key competitors and can be used as a tool to identify where an organization might be gaining or losing market share .

List the top three to six factors that help to make your organization competitive in the market; and then plot the relative performance of competitors on those factors, as well as the organization itself.

	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4	FACTOR 5	FACTOR 6
COMPETITOR						

