Flourishing Business Canvas

v2.1
Full Version

Designed for:

Designed by:

Date of model:

Today's date:

Environment

This business is part of the economy, which is created by our society, which in turn is ultimately, utterly and immediately dependent on the environment. These are the vital context for any business – all risks and all opportunities – including yours.

This business is also part of a value constellation of other businesses, organizations, communities, individuals, animals, plants and the environment.

When answering the questions posed by the canvas for your business consider how your answers need to reflect these vital contexts and the other Actors in your value constellation.

Society

Economy

BIOPHYSICAL STOCKS

What ultimate stocks provide the tangible key Resources that are moved, flow, and / or transformed by this business's critical Activities to achieve its Goals?

What biophysical materials – living and non-living – are required in order to co-create value for your Stakeholders?

Guidance: As per laws of conservation of matter, all materials remain Biophysical Stocks somewhere on our single shared planet irrespective of this business's Activities (past, present and anticipated future)

ECOSYSTEM SERVICES

Ecosystem services are processes powered by the sun that use Biophysical Stocks to create flows of benefits humans need: clean water, fresh air, vibrant soil, plant and animal growth etc.

Which flows of these benefits are required by, harmed or improved by this business's Activities?

Example: See World Business Council for Sustainable Development (WBCSD)'s Corporate Ecosystem Service Review v2.0

PROCESS

How, where and with what does this business co-create its value to achieve its Goals?

RESOURCES

What are the key tangible and intangible Resources required in order to execute this business's critical Activities and so achieve its Goals?

PARTNERSHIPS

What formal partnership agreements/ contracts are required by this business?

To which key Resources do these partnership agreements enable this business to gain preferred access? e.g. an agreement to supply raw materials

Which critical Activities do these partnership agreements ensure are undertaken for this business? e.g. an agreement to deliver the Product/Service

ACTIVITIES

What Activities does this business perform to strive to achieve its Goals?

What Activities enable each value co-creation or value co-destruction?

What Activities create and deliver each product/service?

GOVERNANCE

Which Stakeholders get to make decisions about: which Actors are legitimate Stakeholders, the Goals of this business, its Value Co-creations and its Processes?

What are the Governance arrangements for this business? i.e. which Stakeholders have the power to make decisions about what topics?

VALUE

What value is co-created and co-destroyed now and / or in the future between this business and all the Stakeholders involved?

VALUE CO-CREATIONS

What are the (positive) value propositions of this business?

What value is co-created with each stakeholder, satisfying the Needs of the associated actor, from their perspective (world-view), now and/or in the future?

Which value co-creations are associated with which Products/Services?

VALUE CO-DESTRUCTIONS

What are the (negative) value propositions of this business?

What value is co-destroyed for each stakeholder, hindering the satisfaction of the Needs of the associated actor, from their perspective (world-view), now and/or in the future?

PRODUCTS / SERVICES

What does this business offer and provide to its customer or client or user Stakeholders that co-creates value with the associated Actors to better meet their Needs?

Which offers do customer or client or user Stakeholders pay the business for, realizing (at least financial) Benefits?

PEOPLE

Who are all the people involved in this business: the people this business does it to, for and with?

RELATIONSHIPS

What type of Relationships with each stakeholder must be established, cultivated and maintained by this business via its Channels in order for value to be co-created (or co-destroyed)?

Examples: Become aware, build trust/ interest, decision making, co-create value, experience, collaborate/support, co-evolve

CHANNELS

What Channels will be used by this business to communicate, interact, and to develop the required types of relationship with each stakeholder (and vice versa)?

Examples: Retail, Face-to-Face, Internet, Phone, Mail, Transport

STAKEHOLDERS

How is each actor involved in this business?

What stakeholder roles does each actor take?

Examples: customer, employee, investor, supplier, community, regulator, financier

ACTORS

Who and what may have an interest in the fact that this business exists?

From which groups or pools of Actors do the people come from who play the role of Stakeholders in this business?

Which individuals, groups or organizations does this business aim to reach and co-create value with to better meet those Actors Needs?

Examples: Humans, NGOs, Government, Media, other life and nature (usually represented by an NGO) etc.

NEEDS

What fundamental Needs of the Actors is this business intending to satisfy or may hinder?

Guidance: For inspiration on possible Needs review Maslow's Hierarchy of Needs or Max-Neef's Fundamental Human Needs (preferred)

COSTS

How does this business choose to measure the Costs incurred by its business model (Environmentally, Socially, Economically)?

GOALS

What is this business's definition of success: environmentally, socially and economically?

What are the Goals that the Stakeholders have agreed align with the why/purpose/ vision they have chosen for this business (measured in appropriate units)?

BENEFITS

How does this business choose to measure the Benefits that result from its business model (Environmentally, Socially, Economically)?

OUTCOMES

What outcomes demonstrate whether this business has achieved its Goals, achieving its Stakeholders definition of success over time?

How does this business measure the benefits and costs to determine whether or not these outcomes are achieved (in applicable environmental, social and monetary units)?

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