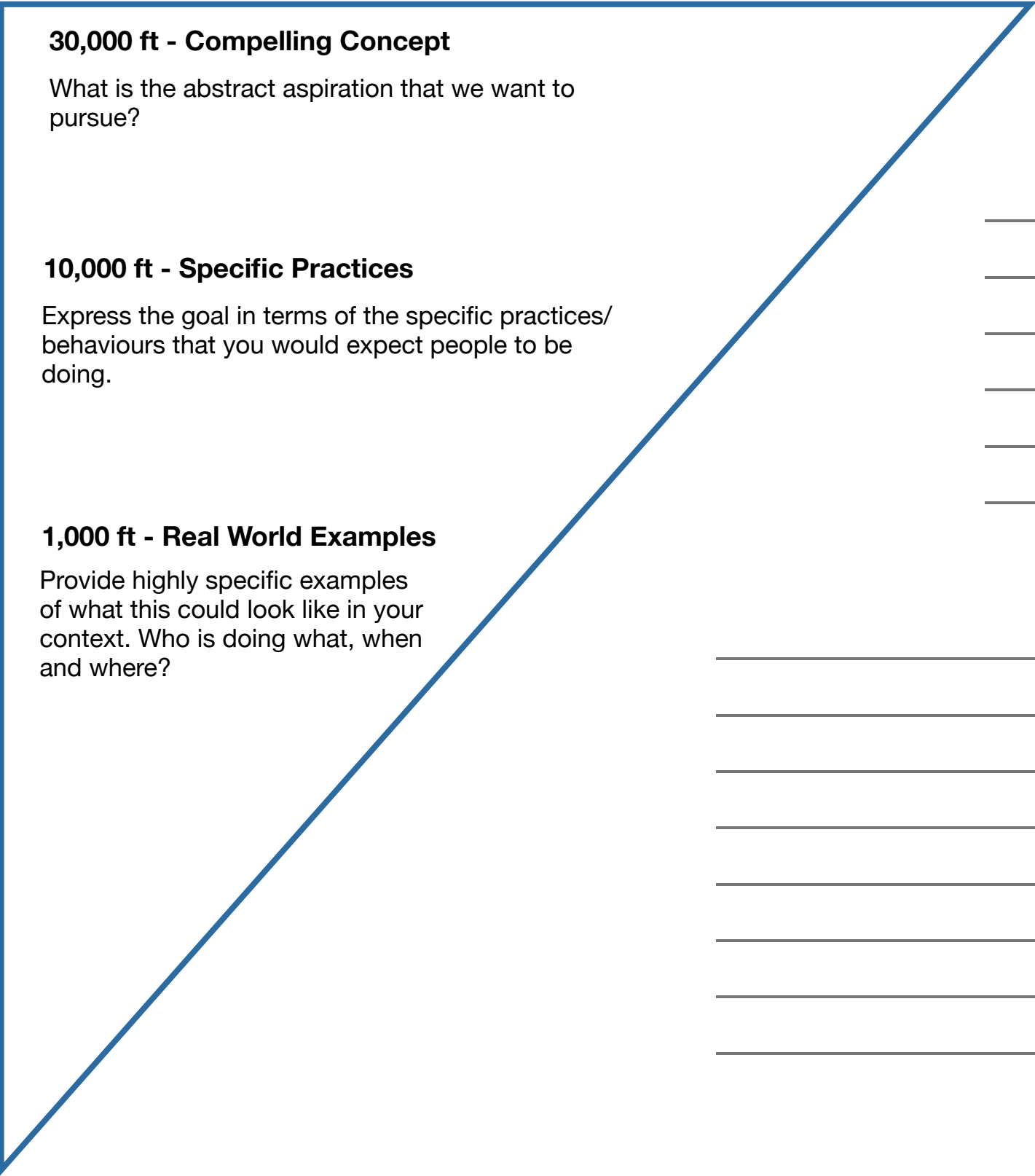


Precision Canvas



30,000 ft - Compelling Concept

What is the abstract aspiration that we want to pursue?

10,000 ft - Specific Practices

Express the goal in terms of the specific practices/ behaviours that you would expect people to be doing.

1,000 ft - Real World Examples

Provide highly specific examples of what this could look like in your context. Who is doing what, when and where?

30,000 ft

10,000 ft

1,000 ft



Momentum Map

Make it easier to DO

Make it easier to SEE

Make it easier to PROGRESS