

# The Innovation Program Canvas

## WHY

Explain what the strategic purpose of your innovation program is for the organization and what the tangible goals you are looking to achieve are. Also explain why it is in the participants' best interest to take part and be active.

Strategic purpose:

Tangible goals:

Motivation for participants:

## HOW

Explain the big picture of how you're planning to achieve the aforementioned goals. What initiatives will you be doing, what does the roadmap ahead look like and how is that organized in terms of responsibilities?

Big picture plan for achieving the goals:

Roadmap ahead:

Responsibilities:

## WHAT

Explain the next steps clearly. What initiatives will you start with? What does that look like in practice? Mention timelines, goals, and the key steps in getting there, as well as your expectations for participants.

Next initiative(s):

Practicalities (timelines, goals, key steps):

Expectations for participants: