

The Alignment Canvas

<p>Why & Purpose</p> <p>Why do we exist? Why do we do this? How is the world different because of this? Why is this important?</p> 	<p>Sharp End of Stick</p> <p>Who is in the lead? Who are the supporters? Who is on the critical path to money? Who is the sharp end of the stick in this company phase?</p>  <p>EXAMPLES Product in Steve Jobs Apple Legal for IP licensing Marketing for Proctor&Gamble B2C Sales for B2B Finance for investment company</p>	<p>Company Phase</p> <p>In what phase are we? Have we mastered Product/Market fit? Are we optimizing? Where on the S-curve are we? Pioneer, Settler or Townplaner?</p> <p>EXAMPLES Genesis Before product market fit At product market fit Scaling Optimizing long time product</p> 	<p>Exit</p> <p>To Exit or not to exit? When do we exit? Are we in for the long term? How would the exit look like? What does our future look like? How do we find someone to buy us? How do we make an exit happen? Why would someone buy us? Who is desperate right now?</p>  <p>EXAMPLES Sell to competitor Sell to Google</p>
<p>Core Values</p> <p>What are our values? How do we make decisions? What is important to us but not part of our core values? How do they differ from everyone else? How are we different? Would the opposite be a value?</p> <p>EXAMPLES Make fast decisions Strive for diversity</p> 	<p>Communication</p> <p>How do we communicate? What is the etiquette? What are meetings for? When do we use email, Slack, phone or personal communication? What are the rules? Why do we use this kind of communication?</p> <p>EXAMPLES Email Meetings Personal 1:1s Phone Slack Github Asana All Hands</p> 		
<p>Business Model</p> <p>What is our business model? How is the value and money flow? Who is paying us? Which departments are core to the business plan and how do they fit in? How would you draw the business model in one diagram?</p> 	<p>Strategy</p> <p>How do we achieve our goals? How do we roll out our strategy? How do we achieve alignment on our strategy?</p> 		