

Mission Planning Canvas

Mission/Problem Description:

Designed by:

Date:

Version:

Key Partners

Who is in the network of suppliers and partners that will make the mission work?

Methods & Key activities

What suitable approach(es) and tools will be taken based on the mission
What key activities are necessary to support the mission work?

Value Proposition

(Public)

What is/are the public value(s) or purpose(s) of your mission?
Are risks and rewards balanced with the private sector?
What activating role will government play in the wider mission ecosystem?

Beneficiary Relationship

What is the nature of the relationship kept with beneficiaries?
How will you build support and buy-in with each of them?

Beneficiaries

Primary

Who are the individuals or communities that will directly benefit?

Secondary

Who are the individuals or communities that will benefit indirectly?

Tertiary

Who might be affected indirectly or in the future?
Who might be affected by unintended consequences?
What vested interests, public and private, might push back against the mission?

Key Resources & Support

What are the most important assets and resources (physical, intellectual, human, financial) required to build organizational capacity for the mission?
What sources of legitimacy and support authorize the agency, or wider system, to act and provide resources to create value?

(Private)

What is/are the private sector value(s) or purpose(s) of your mission?
Who might benefit or take advantage of the opportunity?
Are risks and rewards balanced with the public sector?

Communication channels

How will you keep stakeholders informed and engaged?

Feedback loops

How will you learn whether your actions are having the intended effects?

Budget / Cost Structure

How will the mission be funded, now and in the longer term?
What kind of investments are needed to direct transformational changes?
What financing mechanism(s) will be used?

Outcomes & Impacts

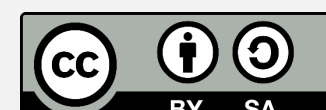
What results you expect to see as a result of the mission?
What will impact look like, both in the short and long term?

Short-term

Long-term



Designed by the OECD Observatory of Public Sector Innovation
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Inspired by The Business Model Canvas, The Mission Model Canvas (du Toit, 2017), The Mission Model Canvas (Strategyzer AG & Steve Blank), and University College London's Institute for Innovation and Public Purpose
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Mission pitch: What is the key message you will use to build support for your mission?

We will _____ in order to _____
[Mission description] [Value propositions(s)]

with/for _____ so that _____
[Beneficiaries] [Outcomes & Impacts]