

# Strategic Conversation Canvas

Conversation

Host

Date

## 1. Purpose

*Raison d'être* for this strategic conversation. Choose why this conversation should happen. What is the context? Where does it fit on a timeline?

- Shared Understanding
- Clarify or Design Options
- Making Decisions

## 2. Focal Question

What is the concern (problem, curiosity) that drives this conversation? How can this question, when explored, lead to meaning making for the chosen purpose?

## 3. Constraints

What has been already defined, cannot be changed or just needs to be taken into account?

## 4. Stakeholders

Which perspectives need to be engaged? What is the needed diversity (functional, social, psychological)? Which are the stakeholders at the edge of the system?

## 5. Invitation Structure

How the invitation can clearly mobilize all people involved? What needs to be present, in which language and through what means to be both attractive and make the purpose explicit?

## 6. Flow Structure

What is the overall narrative that will be present guiding the conversation? Which are the chapters of this story, with beginning, middle and end, that will be shared with participants?

## 7. Venue Structure

Which are the characteristics of the most appropriate venue and configuration of space for this conversation? How do you visualize the different spaces, surroundings, meals, accommodation, etc?

## 8. Language

What is the context? What is at stake? Which are the questions, anxieties and fears people might be carrying? What is the language used? How can I take ownership of it (interviews, previous consultations)?

Which structuring frameworks could help to open new possibilities during the conversation?

## 9. Results

How to structure what will be harvested in a way that captures meaning in light of the current purpose, question and narrative? What framework can deliver a visual and concise result of this conversation?

## 10. Next Steps

What agreements need to happen for next steps? How is doing what and when?