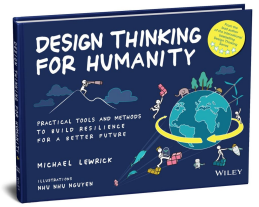
Project:
Team:
Version & Date:

Transition Strategy Canvas

Quick guide: The Transition Strategy Canvas is for the pragmatist: use it once a win-win-win solution is designed, to work through the real-world task of making the change happen.

More tips & tricks on book page: 258



Lewrick, M.
Design Thinking for Humanity
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1 Power & Politics



Who blocks change? Who enables it?

Blockers (incumbents)
Who benefits from the status quo?

Unlikely allies
Who has a hidden interest in change?

2 Economic & Incentives

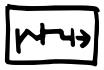


How do we bridge the "valley of death"?.

The cost of change
Why is transition expensive?

New incentives / safe harbor
How do we subsidize the risk (e.g., premium pricing, insurance)?

3 Narrative & Persuasion



What story wins the coalition?

Reframing the problem
e.g., from "environmentalism" to "national security„

The "just transition" promise
How do we ensure no one is left behind?

4 Pathway to Legitimacy



From fringe to mainstream

Pilot / MVT (Minimum Viable Transition)
What is the first small win?

Policy window / tipping point
What regulation or standard locks it in?

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