

PROBLEM TO PORTFOLIO CANVAS

PROBLEM, AS AN OPPORTUNITY QUESTION: HOW MIGHT WE....?

HYPOTHESES

What leverage points do you think (based on knowledge and experience) are most important, to answer this question?

WE BELIEVE....

What's the expected narrative of change? e.g. If.... Then.....

WE BELIEVE....

What's the expected narrative of change? e.g. If.... Then.....

WE BELIEVE....

What's the expected narrative of change? e.g. If.... Then.....

ACTION LEARNING: TESTING THE HYPOTHESES

What small tests/ experiments can help you test the hypothesis?

How does existing work or research help answer this question?

ACTION LEARNING

What is the smallest new thing you can do to test this hypothesis?

What do you hope to learn from it?

EXISTING WORK

Which pieces of work help answer this question?

What do we 'know' already from our/ others' work?

ACTION LEARNING

What is the smallest new thing you can do to test this hypothesis?

What do you hope to learn from it?

EXISTING WORK

Which pieces of work help answer this question?

What do we 'know' already from our/ others' work?

ACTION LEARNING

What is the smallest new thing you can do to test this hypothesis?

What do you hope to learn from it?

EXISTING WORK

Which pieces of work help answer this question?

What do we 'know' already from our/ others' work?

PORTFOLIO ALLOCATION

ALLOCATION

What proportion of time/ resources are we spending here?
Does that reflect our confidence/ commitment?

ALLOCATION

What proportion of time/ resources are we spending here?
Does that reflect our confidence/ commitment?

ALLOCATION

What proportion of time/ resources are we spending here?
Does that reflect our confidence/ commitment?

PORTFOLIO REFLECTION

WHEN WILL WE REFLECT ON PROBLEM AND PORTFOLIO?

WHAT SIGNALS ARE WE SPOTTING?

What do we know now, about the problem?
What signals have we spotted, from our experiments or work?

WHAT IS HAPPENING IN THE SYSTEM?

What has changed, in the system?
What opportunities are emerging? What blockers have we found?

PORTFOLIO ITERATION

WHAT ARE THE IMPLICATIONS OF OUR LEARNING?

How do we want to iterate our experiments or allocation of time/ resources?
What do we want to do more or less of?
How has the question changed?

DEVELOPED BY EMMA PROUD
AT BRINK

