

Simple Business Design

Simplify your thinking to accelerate your business:

- Save **time** by having **clarity** about what aspect of your business needs to be your top focus right now.
- Make more **money** by having **confidence** where to invest to achieve your growth objectives
- Focus your **energy** by having **control** on the optimal effort required to deliver to your customers.



Visit Ebullient.com to download the Simplicity Toolkit and to discover how to benefit from simplicity coaching and team alignment facilitation.

Simple Business Design

Momentum

Focus

Purpose

What impact does this business make on the customers, employees and the environment?

Customer

Who is the ideal customer of this business and what value do they receive?

Product

What products or services are provided and how does this business capture value?

Journey

What is the emotional experience created by this business with its customers?

Mindset

What beliefs and attitudes are needed in this business to succeed?

Align

Milestones

What major goals must be realized to achieve the ambitions of this business?

Monitor

How is the performance of this business measured and what are the targets?

Ecosystem

What are the markets, channels and competition of this business?

Brand

What is the unique style and message of the brand and how is this message shared?

Risks

What are the main risks and how are they managed?

Perform

People

What people are required to operate and improve this business?

Data

What data or information is required or created by this business?

Tools

What assets, materials, technology or funding does this business require?

Processes

What are the most important processes of this business?

Actions

What are the activities that can be completed quickly to add the most value?



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Focus

Purpose

Click in the areas of the canvas to enter your answers...

Customer

Product

Journey

Mindset

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Milestones

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Ecosystem

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People

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Tools

Processes

Actions

