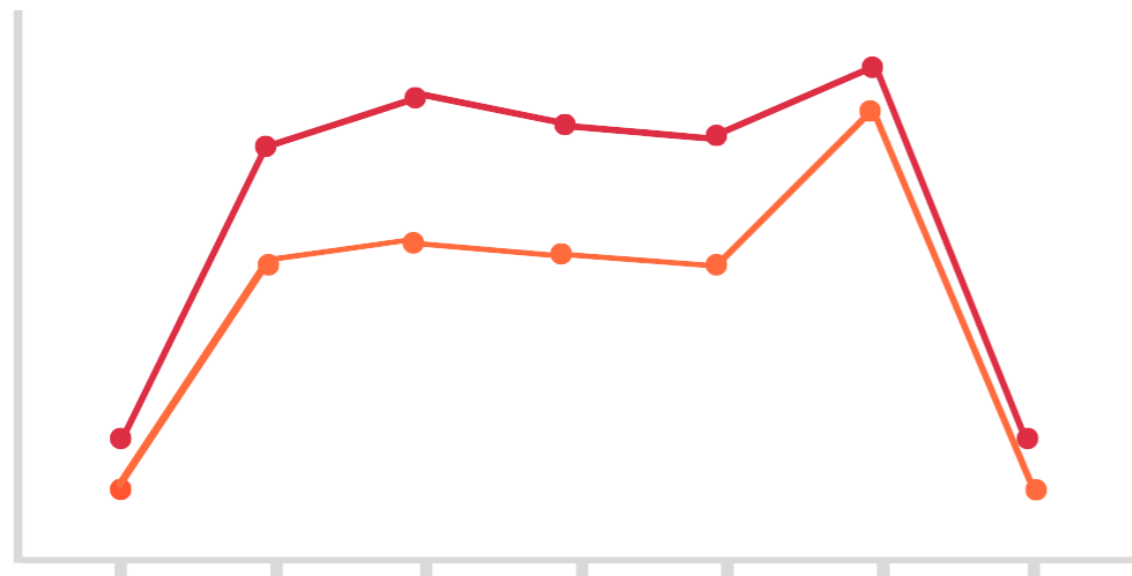


Drawing Your As-Is Strategy Canvas

Exercise Template



Overview: Drawing Your As-Is Strategy Canvas

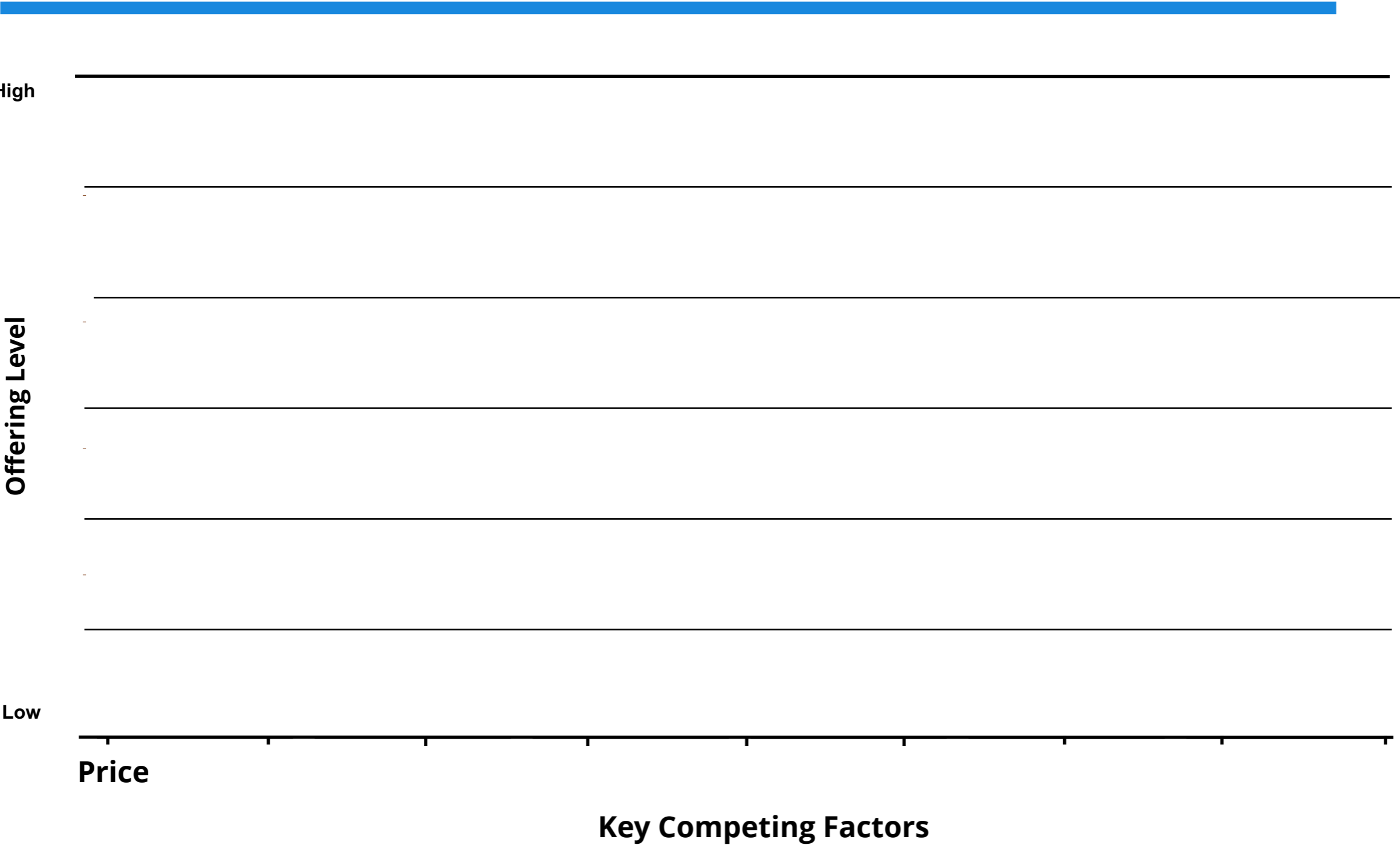
- [Blue Ocean Strategy](#) introduces the as-is strategy canvas and explores its dimensions in detail.
- [Blue Ocean Shift](#) outlines the process of how to draw your as-is strategy canvas and interpret the results.
- The books present sample completed strategy canvases for your reference.



Key Competing Factors

<div>Key Competing Factors</div> <div>List the key factors the industry currently competes on</div>	<div>Your Company's Offering Level</div> <div>Rate on a 1-5 Likert-type scale</div>	<div>Your Competitor's Offering Level</div> <div>Rate on a 1-5 Likert-type scale</div>

As-Is Strategy Canvas



Key Insights
