

Business Motivation Canvas

For

Date

Version

Drivers - WHAT WE ARE AFFECTED BY - 	Mission - WHAT WE ARE HERE FOR - 	Values - WHAT WE SEEK TO LIVE BY - 	Constraints - WHAT WE ARE BOUNDED / LIMITED BY - 
	Vision - WHAT WE DREAM ABOUT - 		
	Goals - WHAT WE AIM FOR - 		
	Objectives - WHAT WE INTEND TO ACHIEVE - 		
Strategy - WHAT WE SET TO BE OUR COURSE AHEAD - 		Directives - WHAT WE ARE GUIDED BY - 	