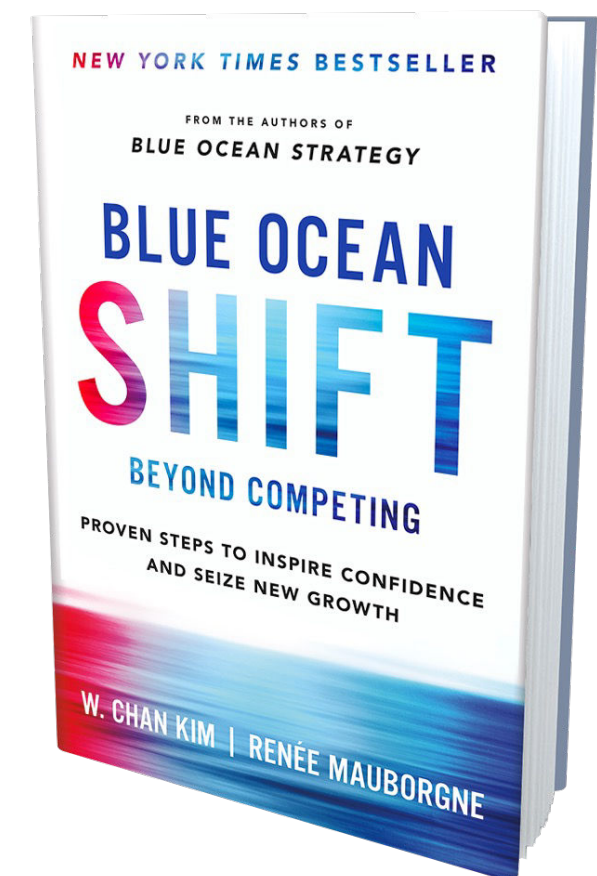


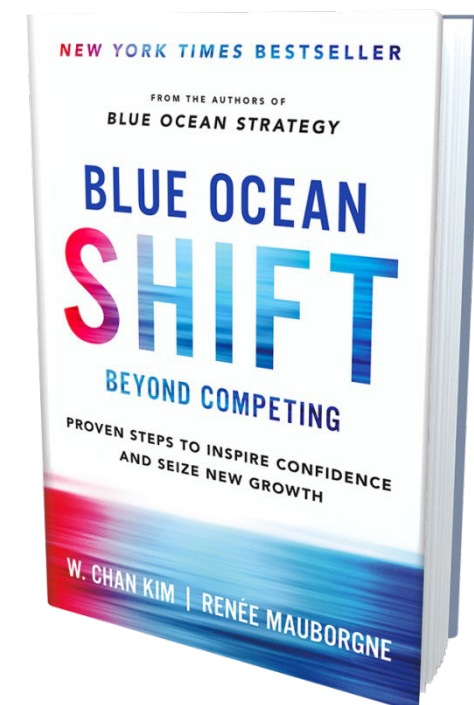
Drawing Your “As-Is” Strategy Canvas

Exercise Template



Overview: Drawing Your As-Is Strategy Canvas

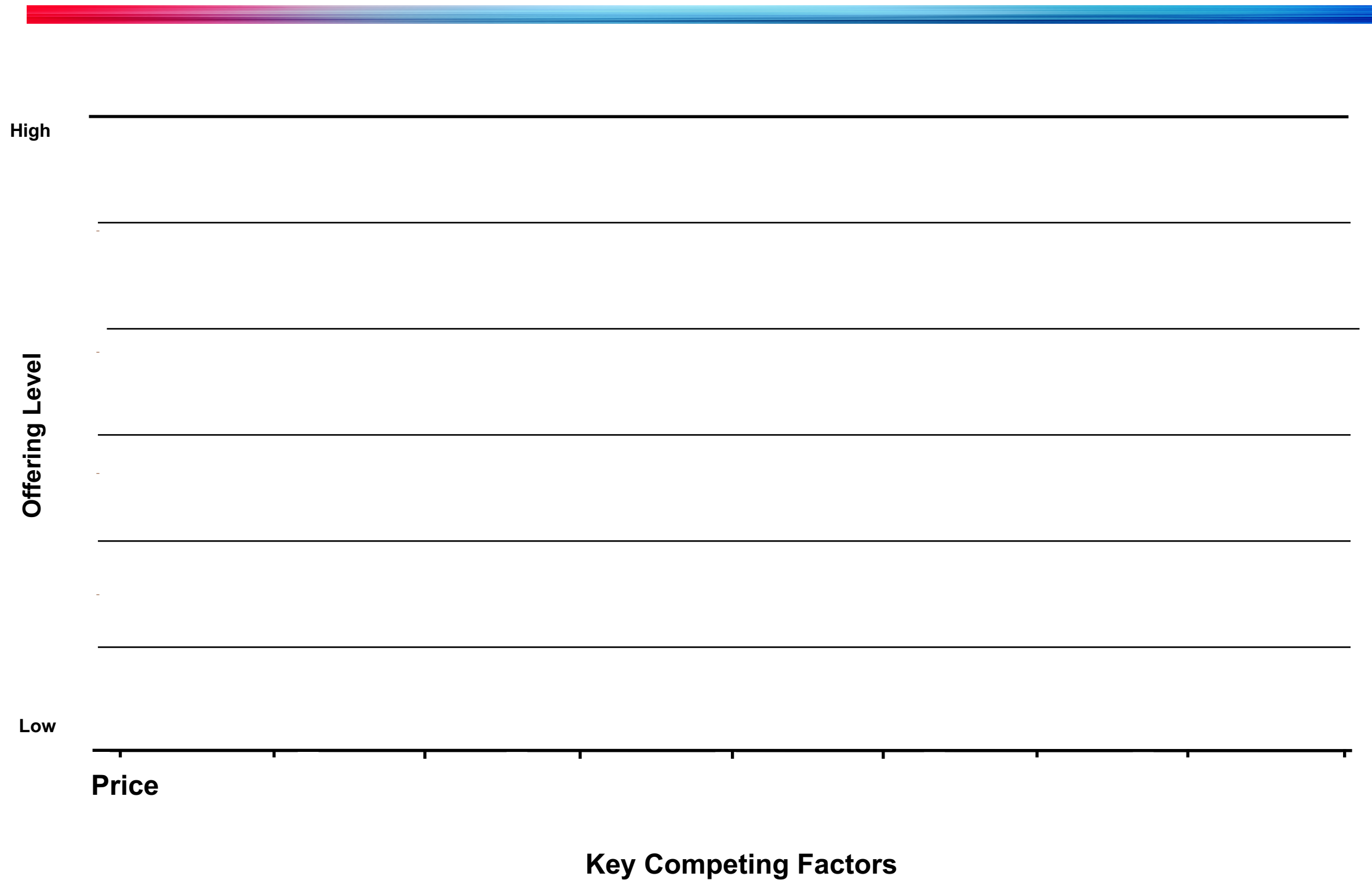
- [BLUE OCEAN SHIFT](#) outlines the process of how to draw your As-Is Strategy Canvas and interpret the results
- [BLUE OCEAN SHIFT](#) presents sample completed Strategy Canvases for your reference



Key Competing Factors

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

As-Is Strategy Canvas



Key Insights

