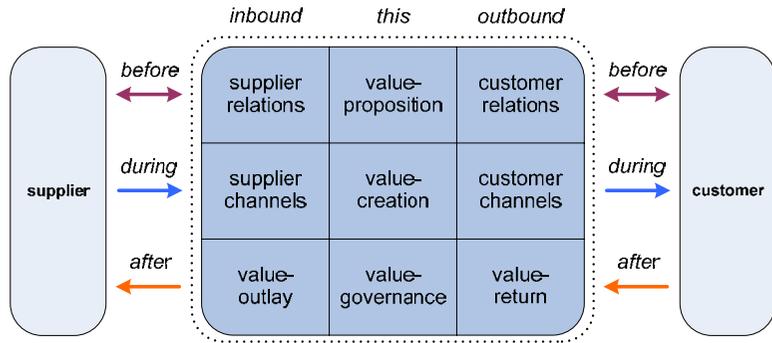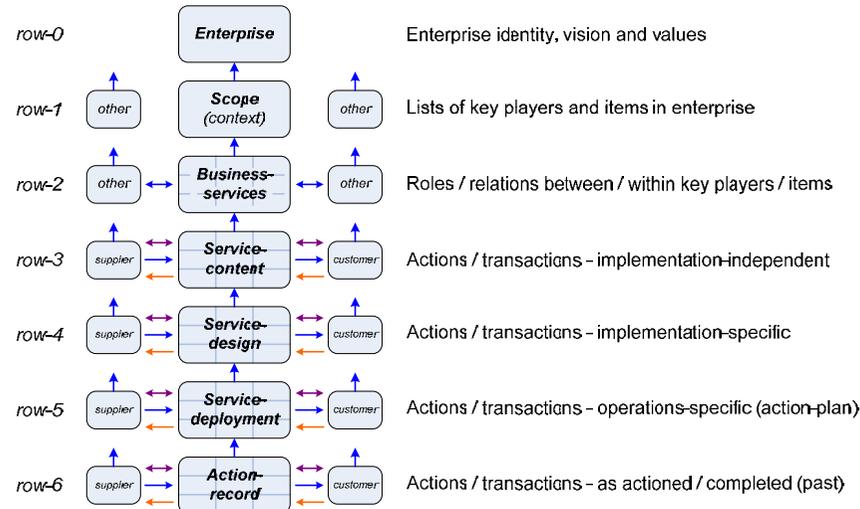# ENTERPRISE CANVAS – A VISUAL SUMMARY

Enterprise Canvas

The enterprise is composed of any number of services. Each service has the same conceptual structure, creating and adding value to flows before, during and after its main transactions.


Layers

The services can be described in terms of a series of layers of abstraction, from far-future to now to past. Each layer adds further information about the service, moving it closer to instantiation and implementation in the real world

		Description
row-0	Enterprise	Enterprise identity, vision and values
row-1	Scope (context)	Lists of key players and items in enterprise
row-2	Business-services	Roles / relations between / within key players / items
row-3	Service-content	Actions / transactions – implementation-independent
row-4	Service-design	Actions / transactions – implementation-specific
row-5	Service-deployment	Actions / transactions – operations-specific (action-plan)
row-6	Action-record	Actions / transactions – as actioned / completed (past)

Adapted from Tom Graves, *Mapping the Enterprise* (Tetradian Books, 2010)

Extensions to Enterprise Canvas

Each service is supported by a set of guidance-services that anchor it more firmly to the broader enterprise and organisational purpose. Each service may also optionally have investors and beneficiaries.
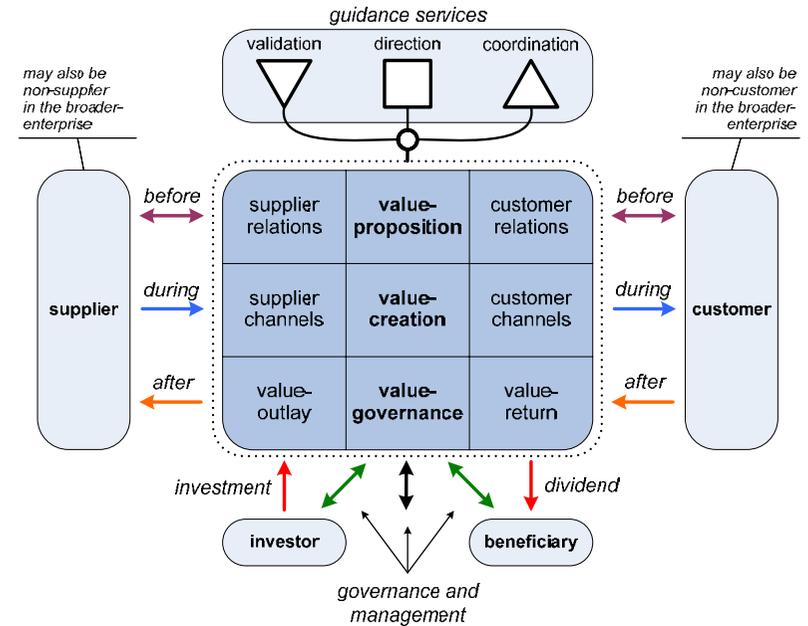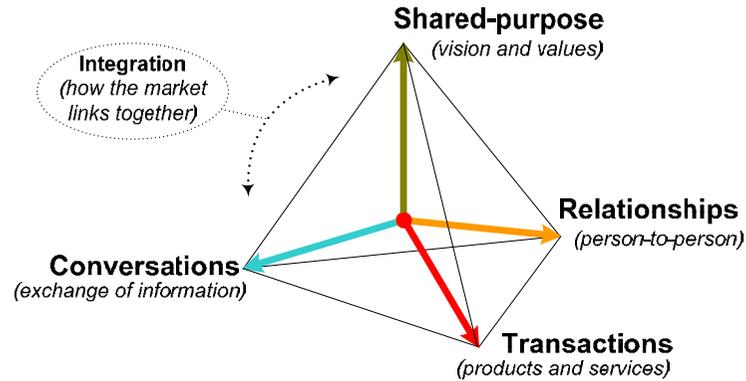

Enterprise

The organisation exists within the context of a market, which exists in context of a broader shared-enterprise. The organisation is defined and bounded by rules, roles and formal responsibilities; the enterprise is defined by its *vision* and related values, and bounded by mutual commitments that arise from those values.
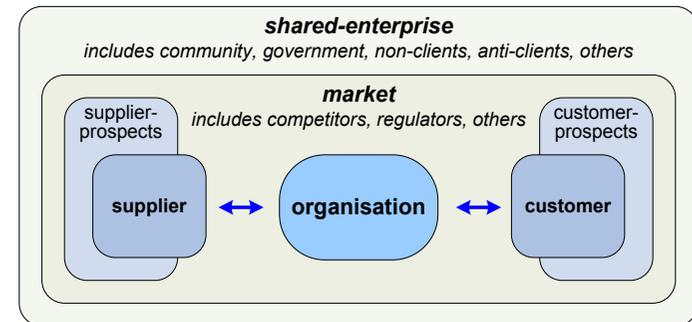
Market content

The *tetradian* dimensions summarise the content and focus of the market itself.

Shared-purpose
(vision and values)

Integration
(how the market links together)

Relationships
(person-to-person)

Conversations
(exchange of information)
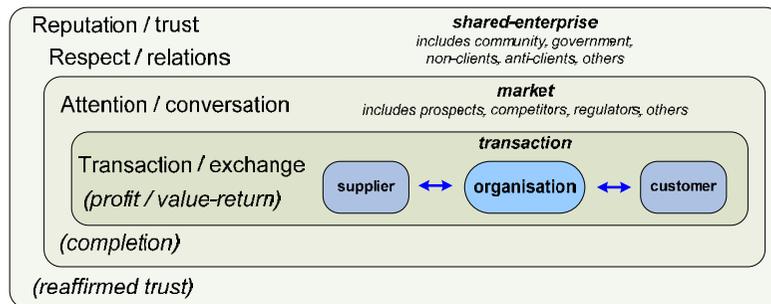
Transactions
(products and services)

Market-cycle

Value-flows in the market tend to fall into a distinct cycle of mutual dependencies.

***Shared-purpose** defines the market*

- Reputation / trust
  - Respect / relations
    - Attention / conversation — *boundary of 'market' in conventional business-models*
      - Transaction / exchange
        - *(profit / value-return)*
          - Completion
            - Reaffirmed trust
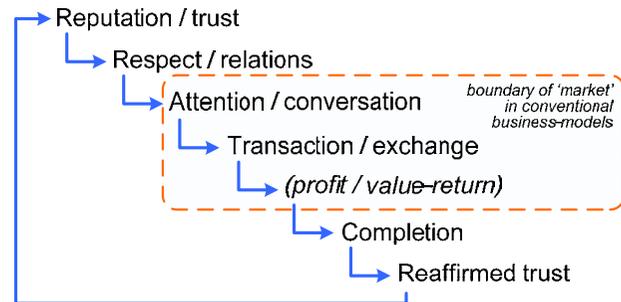
The service must implement full support for the complete market cycle if it is to be sustainable over the longer term.

Reputation / trust
Respect / relations
shared-enterprise
includes community, government, non-clients, anti-clients, others

Attention / conversation
market
includes prospects, competitors, regulators, others

Transaction / exchange
(profit / value-return)
transaction
supplier ↔ organisation ↔ customer
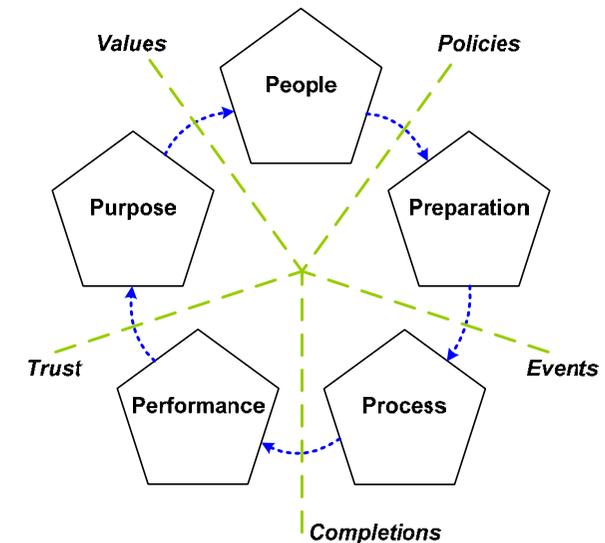
(completion)

(reaffirmed trust)

Service content

Use this visual checklist to review service-content. Each cell in the checklist grid represents a primitive; most real-world entities will be composites that straddle rows and/or columns within the grid.

	Assets	Functions	Locations	Capabilities (actions)	Capabilities (skill-level)	Events	Decisions	
Asset-types	What	How	Where	(Who)		When	Why	*Decision/skill-types*
Physical	Phys	Phys	Phys	Phys	Rules	Phys	Rules	Rule-based
Virtual	Virtual	Virtual	Virtual	Virtual	Algor'm	Virtual	Algor'm	Algorithmic
Relational	Reln	Reln	Reln	Reln	Guideln	Reln	Guideln	Guidelines
Aspirational	Aspn	Aspn	Aspn	Aspn	Principl	Aspn	Principl	Principle-based
Abstract			Time					

Service-flow content and flow-lifecycle

Use this visual checklist to review the Five-Element phases and service-flow content 'wrappers' for each flow for the service. The cycle starts at 'Purpose'.

Values — People — Policies
Purpose — Preparation
Trust — Performance — Process — Events
Completions

For further details, see *Mapping the Enterprise: modelling the enterprise as services with the Enterprise Canvas* (Tetradian Books, 2010): http://tetradianbooks.com/2010/11/ecanvas