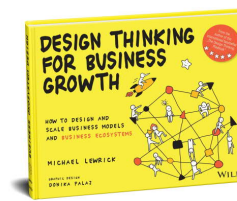


Project:  
Team:  
Version & Date:

# INITIATIVES / INDUSTRY MATRIX



Lewrick, M.  
Design Thinking for Business Growth  
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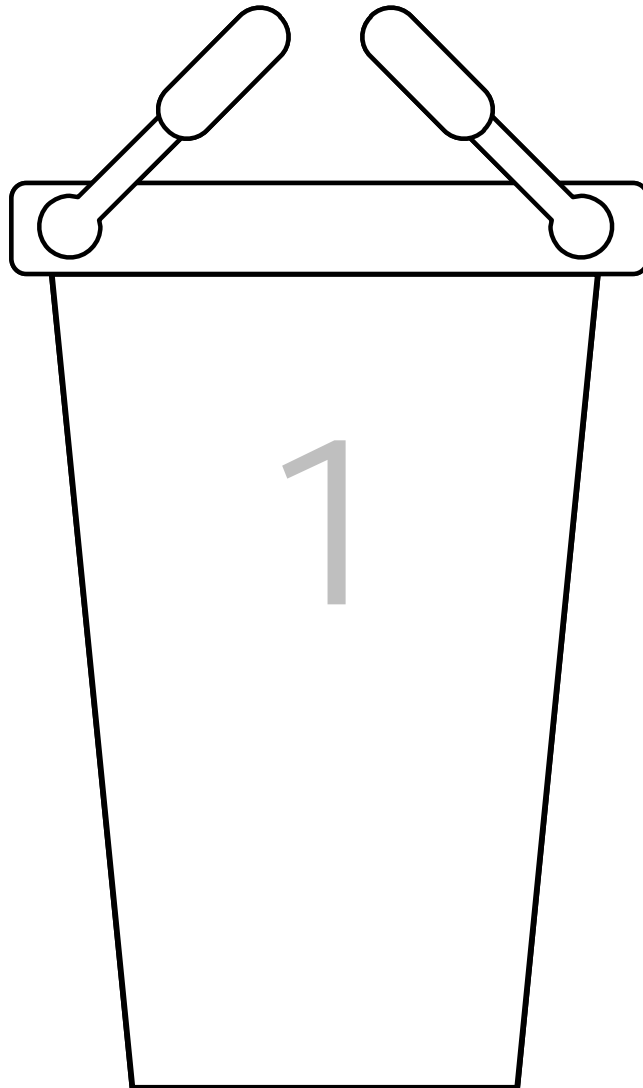


Quick guide: The initial discussion of business ecosystems is usually complex. For this reason, it is a good idea to first review the initiatives currently being implemented and planned in the company. The starting point for ecosystem considerations can be a view of the existing internal initiatives or resources. The *Initiatives / Industry Matrix* helps to classify the existing activities and to obtain a better understanding of the ACTUAL situation.

More tips & tricks for this template on book page: 113

## Collect

List all strategic initiatives, features and functions that are currently running or planned.



## Sort

Arrange the activities in the matrix. Axes may vary depending on company and focus. A general labeling uses on the X-axis (function, manifestation, initiative) and divides the scope into own industry or cross industry.

