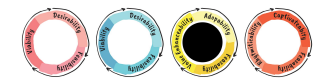
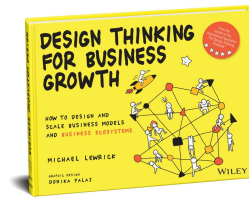


Project:
Team:
Version & Date:

INITIATIVES / INDUSTRY MATRIX



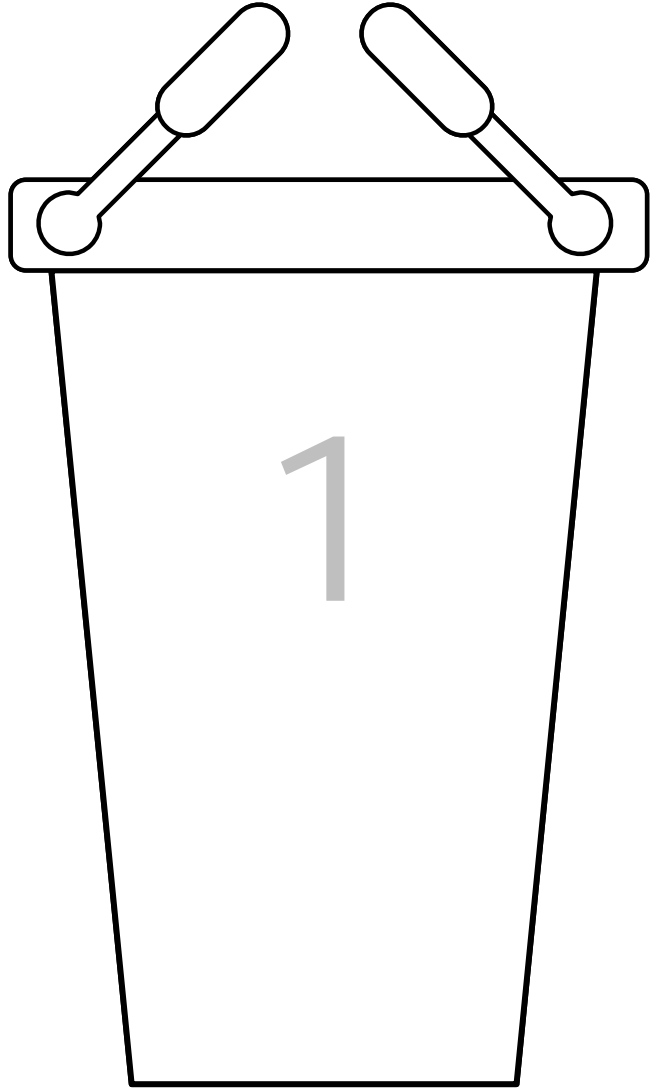
Lewrick, M.
Design Thinking for Business Growth
978-1-1198-1515-0
www.business-ecosystem-design.com



Quick guide: The initial discussion of business ecosystems is usually complex. For this reason, it is a good idea to first take stock of 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

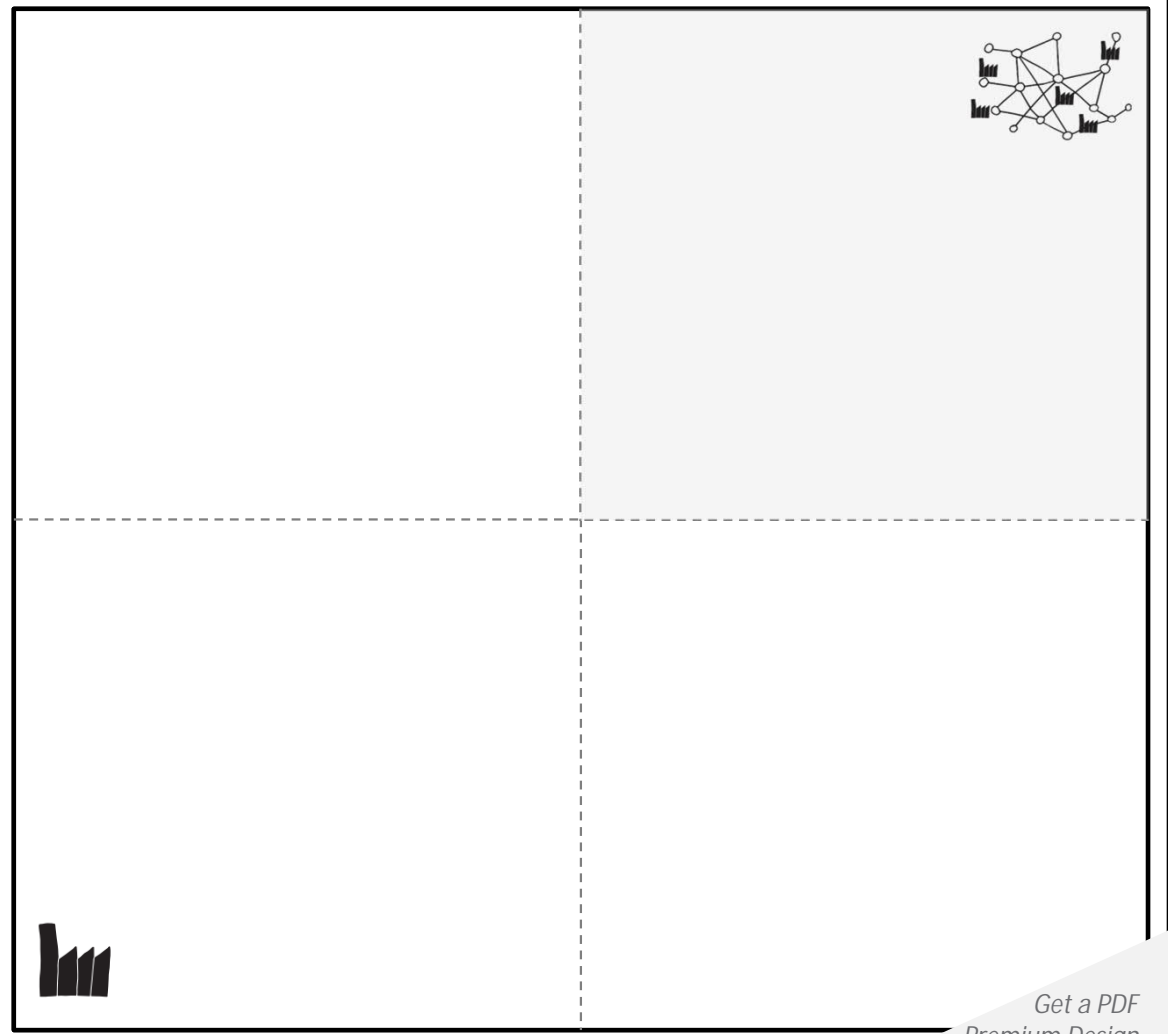
Arrange the activities in the matrix. Axes may vary depending on company and focus. A general labeling uses on the X-axis (function, manifestation, initiative) and divides the scope into own industry or cross industry.



2

Cross Industry

Own Industry



Isolated

Function/Manifestation/Initiative