ICR Organizational Canvas

Kickstart Edition | Clarity. Confidence. Peace of Mind.

The ICR Framework connects ambition, execution and results, creating clarity, control and room for continuous improvement.

The ICR Organizational Canvas helps you see the bigger picture, discover connections and focus improvements on what matters.

ORGANIZATION / DATE	01 · SPECIFIC CHALLENGE	02 · AMBITION / DESIRED DIRECTION

THE 5 ICR GROWTH PRINCIPLES

Brought to life by integrating the ICR Cycle into daily ways of working.

Targeted Focus · Team Intuition · Culture of Improvement · In Control · Results-Driven

ICR GROWTH & SUCCESS KICKSTART | 4 PHASES · 8 STEPS

Write down the essentials and add relevant references for each step. Record outcomes, agreements and actions in ICR SaaS. Tick each step when its result is achieved.

A · UNDERSTAND

01 · Choose a specific challenge

What is happening and what are the consequences? — Outcome: Challenge and consequences clearly described.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

A · UNDERSTAND

02 · Connect it to the ambition

Why does this matter for the ambition? — Outcome: Relevance to the ambition clarified.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

B · INVESTIGATE

03 · Explore the connections

Which business-model elements and connections are involved? — Outcome: Connections mapped.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

B · INVESTIGATE

04 · Test possible causes

What has been tested and what information is missing? — Outcome: Causes tested; information needs identified.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

C · DESIGN

05 · Define a concrete goal

Which goal protects or develops the business model? — Outcome: Measurable improvement goal.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

C · DESIGN

06 · Agree actions and responsibilities

Who does what, when, and with what decision-making authority? — Outcome: Agreements recorded in ICR SaaS.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

D · FOLLOW UP

07 · Start implementation

Which improvement actions will we start first? — Outcome: Initial improvement actions started.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

D · FOLLOW UP

08 · Review and decide what comes next

What have we learned and what is the next step? — Outcome: Progress reviewed; next steps recorded.

Am _____ BM _____ GC _____ VG _____ Ob _____ CD _____ SD _____ ☐

JOINT DISCUSSION

Free space for notes, sticky notes, arrows and connections. Record the key points in ICR SaaS.

CANVAS = VISUALIZE TOGETHER · ICR GROWTH & SUCCESS SAAS PLATFORM = RECORD, EXECUTE AND FOLLOW UP



ELEMENTS OF THE ICR CYCLE

Am · Ultimate stakeholder ambition (>10 years)
BM · Business Model
WP Value propositions · KP Key partners
KA Key activities · KB Core needs
KS Customer segments · IS Revenue streams
KR Customer relations · KO Cost structure
KN Channels
GC 5 growth circles · VG 18 areas · Ob 33 objectives
CD Continuity goal · SD Strategic goal

GC 1 · STRATEGY

VG 01 · DNA of our organization
- Ob 01 · Purpose and direction
- Ob 02 · Monitor organizational performance
- Ob 03 · Balance strategy, capacity, financing, society & market
- Ob 04 · Reliable image and branding

VG 02 · Quality of our organization
- Ob 05 · Contribute to a reliable image and branding
- Ob 06 · Optimize process alignment

VG 03 · Exemplary executive & management team
- Ob 07 · Soft skills of the executive & management team

VG 04 · Management cycle
- Ob 08 · Periodic management cycle
- Ob 09 · Manage operating results & cash flow

GC 2 · DAILY BUSINESS

VG 05 · Bridging long-term and daily goals
- Ob 10 · Translate long-term plan into daily goals

VG 06 · Marketing and sales
- Ob 11 · Strategic marketing plan
- Ob 12 · Translate marketing plan into sales policy & sales plan
- Ob 13 · Sales process is a manageable flow
- Ob 14 · Sales process in an effective chain

VG 07 · ICT
- Ob 15 · Strategic ICT plan

VG 08 · HR
- Ob 16 · Strategic HR plan
- Ob 17 · Personal development of employees

VG 09 · Purchasing
- Ob 18 · Strategic purchasing plan
- Ob 19 · Purchasing process is a manageable flow
- Ob 20 · Purchasing process in an interactive chain

VG 10 · Core process
- Ob 21 · Strategic core process plan
- Ob 22 · Core process is a manageable flow
- Ob 23 · Core process in an interactive chain

VG 11 · Investments
- Ob 24 · Strategic investment plan
- Ob 25 · Investment process is a manageable flow
- Ob 26 · Investment process in an interactive chain

VG 12 · Quality assurance
- Ob 27 · Quality management

GC 3 · REPORTING

VG 13 · Integrated management information
- Ob 28 · Integrated performance reporting for steering

VG 14 · Integrated performance reporting
- Ob 29 · Integrated performance reports are reliable

VG 15 · External reporting is reliable
- Ob 30 · Reporting on external objectives is reliable

GC 4 · COMPLIANCE

VG 16 · Laws and regulations
- Ob 31 · Compliance is part of the management cycle

VG 17 · Promoting transparency
- Ob 32 · Transparent employee representation is encouraged

GC 5 · CARE

VG 18 · Caring for what we have
- Ob 33 · Take good care of what we have

Start small. Keep perspective. Improve systematically.

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