The Business Transformation Canvas (BTC) and its 10 elements

Conceptual Target State	Detailed Target State	Transformation Themes	Gap Analysis	Current State
	Culture, People and		Culture, People and	
	Leadership Capabilities		Leadership Capabilities	
Target Metrics, Performance, Customer Sensing		Roadmap & Governance	<i>Current State Metrics, Performance, Customer Pain Points</i>	
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The Business Transformation Canvas (BTC) and its 62 standard building blocks

Conceptual Target State	Detailed Target State	Transformation Themes	Gap Analysis	Current State
Purpose Vision Values Strategy Management Business Model (& Value Prop) Operating Model Enterprise Architecture Ecosystem	Customer Journeys & Process Operating Model & Org Design Performance Mgmt. Systems Change Mgmt. & Innovation Business Architecture Application Architecture Data Architecture Technology Architecture Security & Controls Ecosystem & Partnerships Portfolio Management Culture, People and Leadership Capabilities Culture & Behaviors Capabilities & Reward Systems Innovation Capabilities Leadership Competencies	Profit / Benefit Model Customer Journeys & Process Operating Model & Org Design Performance Mgmt. Systems Change Management Innovation Business Architecture Application Architecture Data Architecture Technology Architecture Security & Controls Ecosystem & Partnerships	Profit / Benefit Model Purpose and Value System Strategic Choices Performance Management Customer Centricity People and Leadership Enterprise Architecture Culture, People and Leadership Capabilities Culture & Behaviors Capabilities & Reward System Innovation Capabilities Leadership Competencies	Purpose Vision Values Strategy Management Business Model (& Value Prop Operating Model Enterprise Architecture Ecosystem
Target Metrics, Performance, Customer Sensing Balanced Scorecard Performance Management Framework CX-driven Metrics & Insights		Roadmap & Governance Transformation Roadmap Governance Model	Current State Metrics, Performance, Customer Pain Points Balanced Scorecard Performance Management Framework Customer Metrics & Pain Points	

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Created by Antonio Urquiza Based on the book The Agile Digital Enterprise

V Jan2020

The Business Transformation Canvas (BTC)

Organization:				Date:	
Conceptual Target State	Detailed Target State	Transformation Themes	Gap Analysis	Current State	
	Culture, People and Leadership Capabilities		Culture, People and Leadership Capabilities		
Target Metrics, Performance, Customer Sensing		Roadmap & Governance	Current State Metrics, Performance, Customer Pain Points		

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The Business Transformation Canvas (BTC) / building block selection

Developed by:

Conceptual Target State **Detailed Target State** Transformation Themes Gap Analysis **Current State** Culture, People and Culture, People and Leadership Capabilities Leadership Capabilities

Roadmap & Governance

Target Metrics, Performance, Customer Sensing

Organization:

Current State Metrics, Performance, Customer **Pain Points**

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Date: