

SUCCESS PLAN CANVAS

This canvas is a simplified version of a method for developing a process to deliver customer ROI. The full (free) version can be found in the CS Leadership Program module "[Building a Success Process to Deliver Customer ROI](#)".

UNDERSTAND

Use case				
Stakeholders Who are the key people in buying and using your product?	Goals What do they have to achieve to be successful?	Metrics How is their success measured?	Tasks What are the key tasks they have to complete?	Challenges What makes life difficult for them?

ENABLE

Stakeholder Goal Which goal are we addressing?	Task/Challenge What tasks do they have to complete to achieve the goal?	Best Practice How do the most successful companies fulfil the task/challenge?	Resources What resources we provide to help the customer complete the task/challenge