

# Strategy Canvas

## Framing

1. Product / Project Observations  
*(What do you see at a **high level** in the backlog and the nature of the work?)*

2. Value  
*(Where is the \*real\* value in the backlog?)*

## Insights

3. Challenges + Risks  
*(What are the key challenges and risks of the product or project?)*

4. Dynamics  
*(Do you see any particular dynamics or characteristics of the backlog?)*

## Approach

5. Archetypes  
*(Which archetypes will be most useful for delivering this backlog?)*

6. Strategies  
*(How will you apply the chosen archetypes to the backlog and form a release plan?)*