

Seminar Pre-Work for

Productive Not-Knowing: Possibilities for Changing Your Business

This pre-work is designed to create clarity about the **current** state of your business.

1. **Do** write down **existing** aspects of the business (actual suppliers, consumers, product offerings, etc, right now).
2. **Don't** write down anything that is only a possible or anticipated change.
3. Be as concrete as possible in anything you write down.
4. You can create new lines
5. You don't have to fill in every empty cell in the table

	Must keep You definitely don't want to change these.	Willing to change You're willing to change these if necessary.	Must change You definitely want to change these.
<i>Suppliers</i>			
<i>Consumers</i>			
<i>Product/service offering</i>			
<i>Business model</i>			
<i>Ownership model</i>			
<i>Financing sources</i>			
<i>Marketing channels</i>			
<i>Geographies</i>			

Important!: Come to the seminar ready to share this with other participants.