

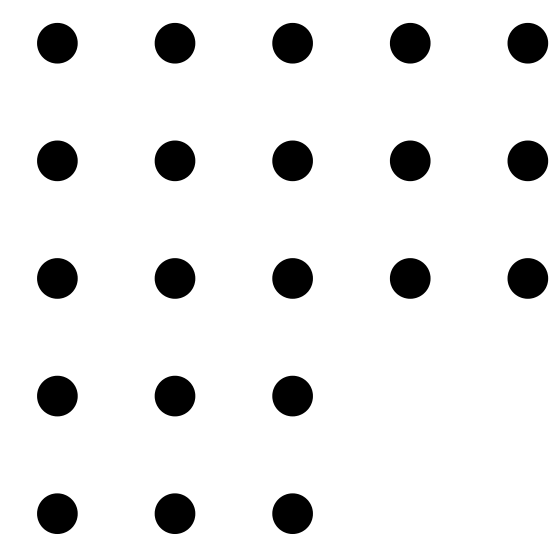
THE VALUE & RISK CANVAS

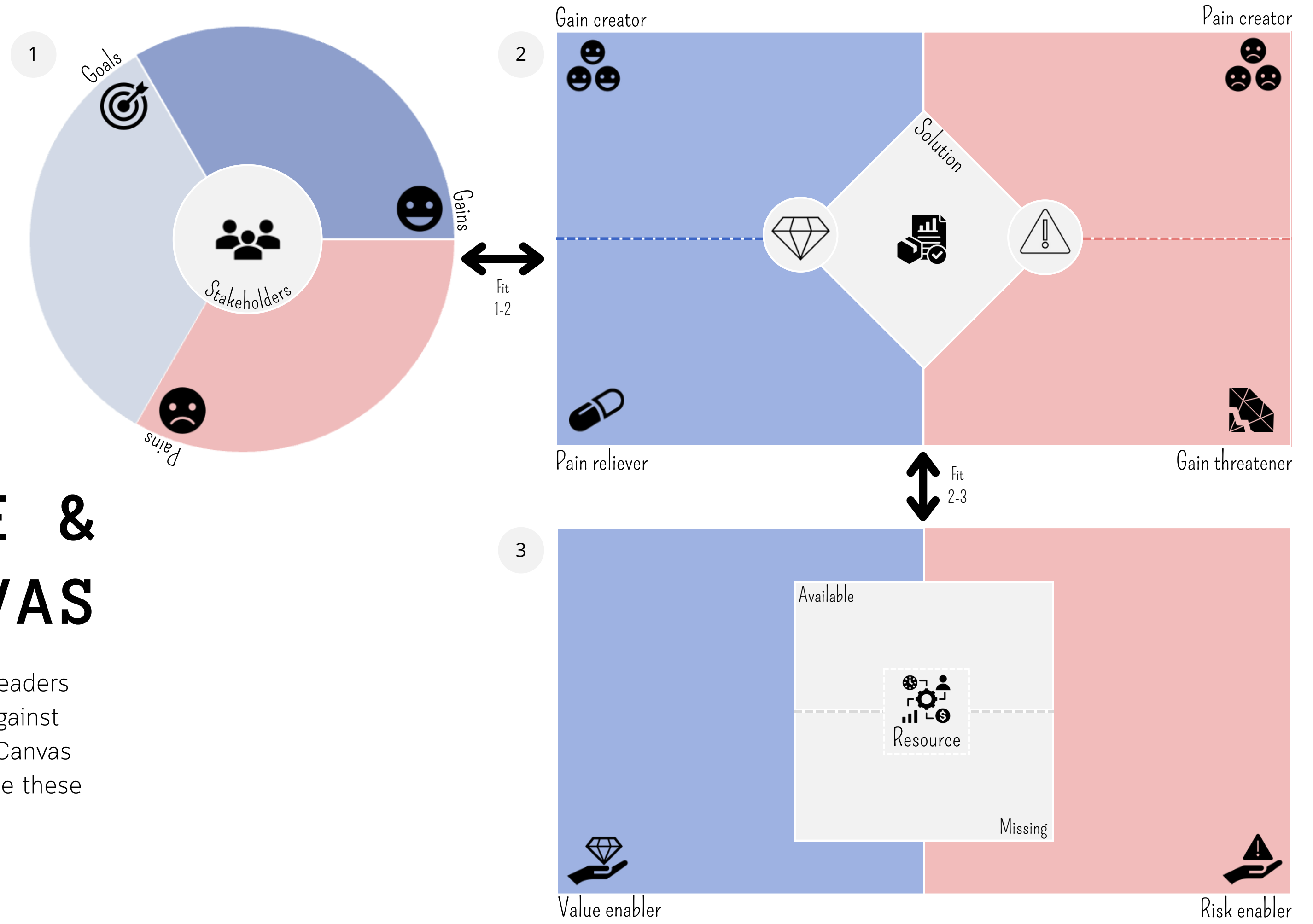
Guidebook

UNIVERSITY
OF TWENTE.



Semantics
Cybersecurity
Services

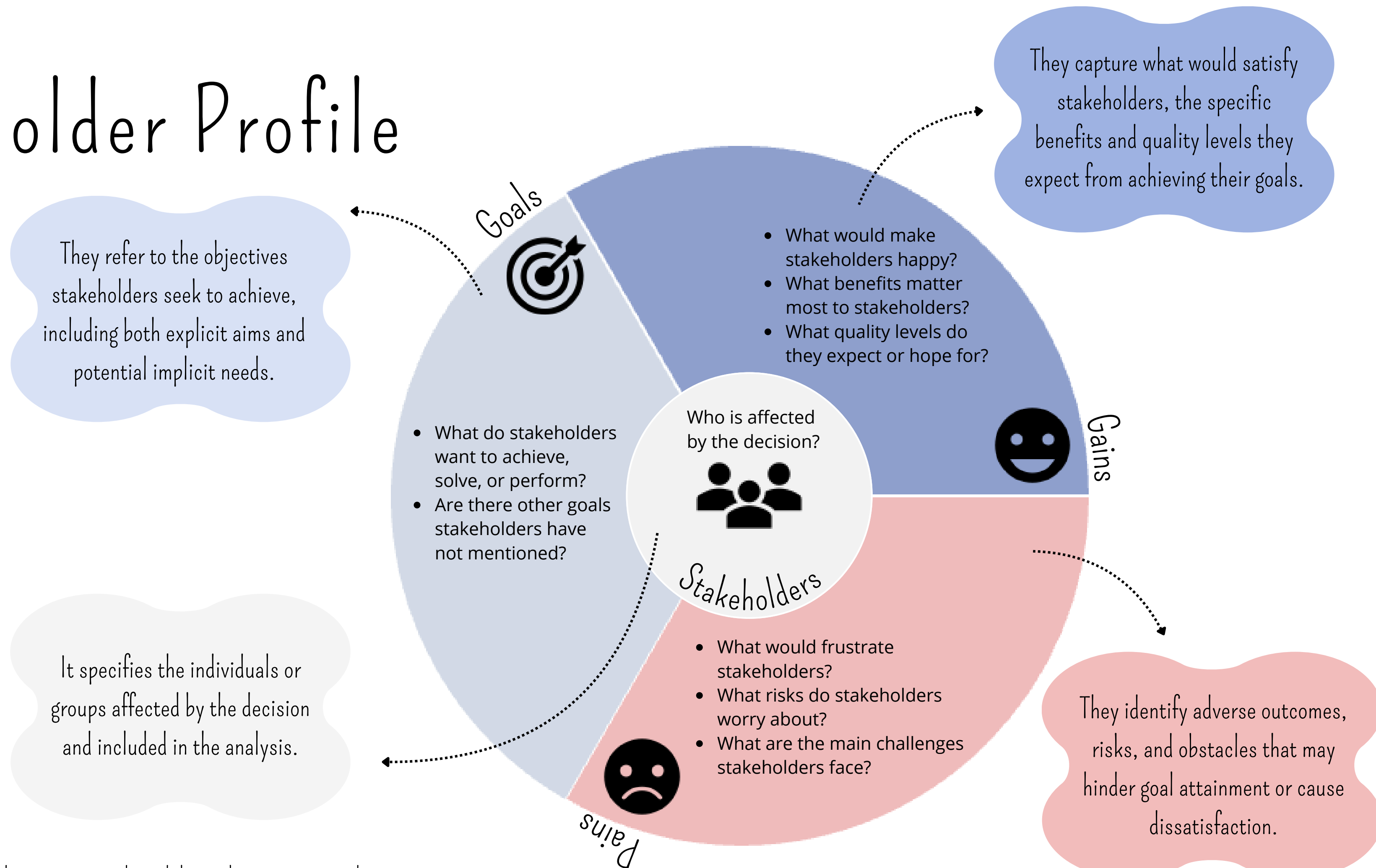




THE VALUE & RISK CANVAS

In today's organizations, where leaders must balance potential value against possible risks, the Value & Risk Canvas provides a structured way to make these trade-offs visible.

1st step Stakeholder Profile

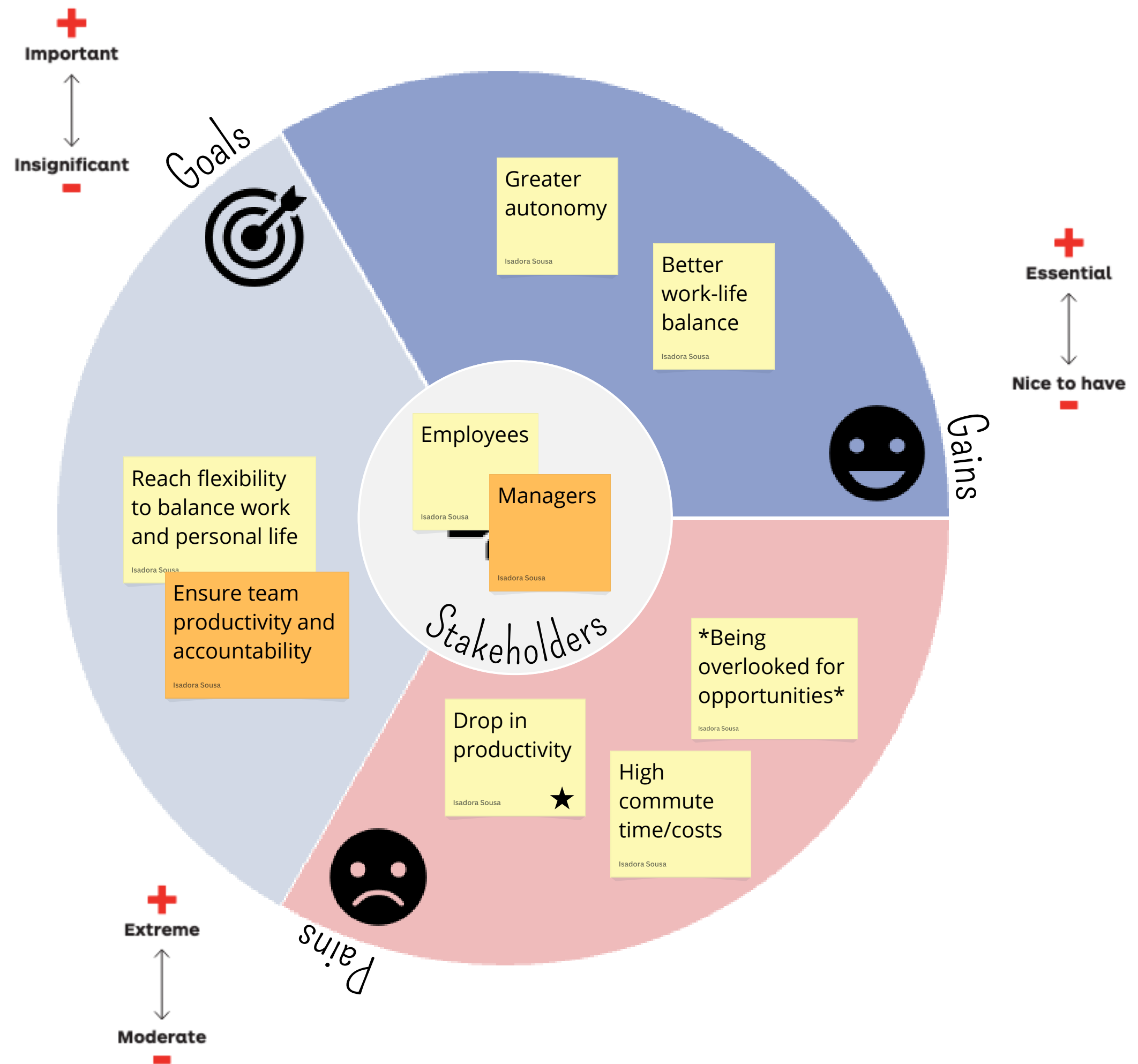


Note: The questions are intended to serve as a guide, and their utilisation is not mandatory.

Fill-in tips

Stakeholder Profile

- Begin by identifying each stakeholder, then define their goals, and record associated gains and pains, either sequentially or in parallel.
- Visually differentiate elements by stakeholder (e.g., using distinct colors for each stakeholder's goals, gains, and pains).
- Use an asterisk (*) to indicate pains stakeholders seek to avoid, distinguishing them from existing pains.
- Visually differentiate goals, gains, and pains inferred from analysis rather than explicitly stated. (★)
- When numerous elements are recorded, prioritize by ranking goals by importance, gains by essentiality, and pains by severity.



2nd step

Solution Value & Risk Map

It specifies the object of analysis, which may be singular or multiple depending on the desired level of detail.

It captures how the solution generates value by achieving stakeholders' gains.

Gain creator



- How can the solution produce the gains stakeholders expect?
- What are the benefits offered by the solution?
- Can the solution produce gains that exceed stakeholders' expectations?

(Solution(s)) + **create(s)** + [a gain]

(Solution(s)) + **reduce(s)** + [a pain]

- How can the solution alleviate stakeholders' pains?
- How can the solution improve stakeholders' experience?
- Can the solution mitigate pains beyond the context under analysis?



Pain reliever

It explains how the solution generates value by mitigating stakeholders' pains.

Solution



What should be done to achieve stakeholders' goals?

Pain creator



- How can the solution create new pains for stakeholders?
- In what ways could the solution intensify existing pains?
- Can the solution create pains beyond the context under analysis?

(Solution(s)) + **create(s)** + [a pain]

(Solution(s)) + **compromise(s)** + [a gain]

- How can the solution compromise the gains stakeholders have already achieved?
- In what ways could the solution compromise positive outcomes?
- Can the solution compromise gains beyond the context under analysis?



Gain threatener

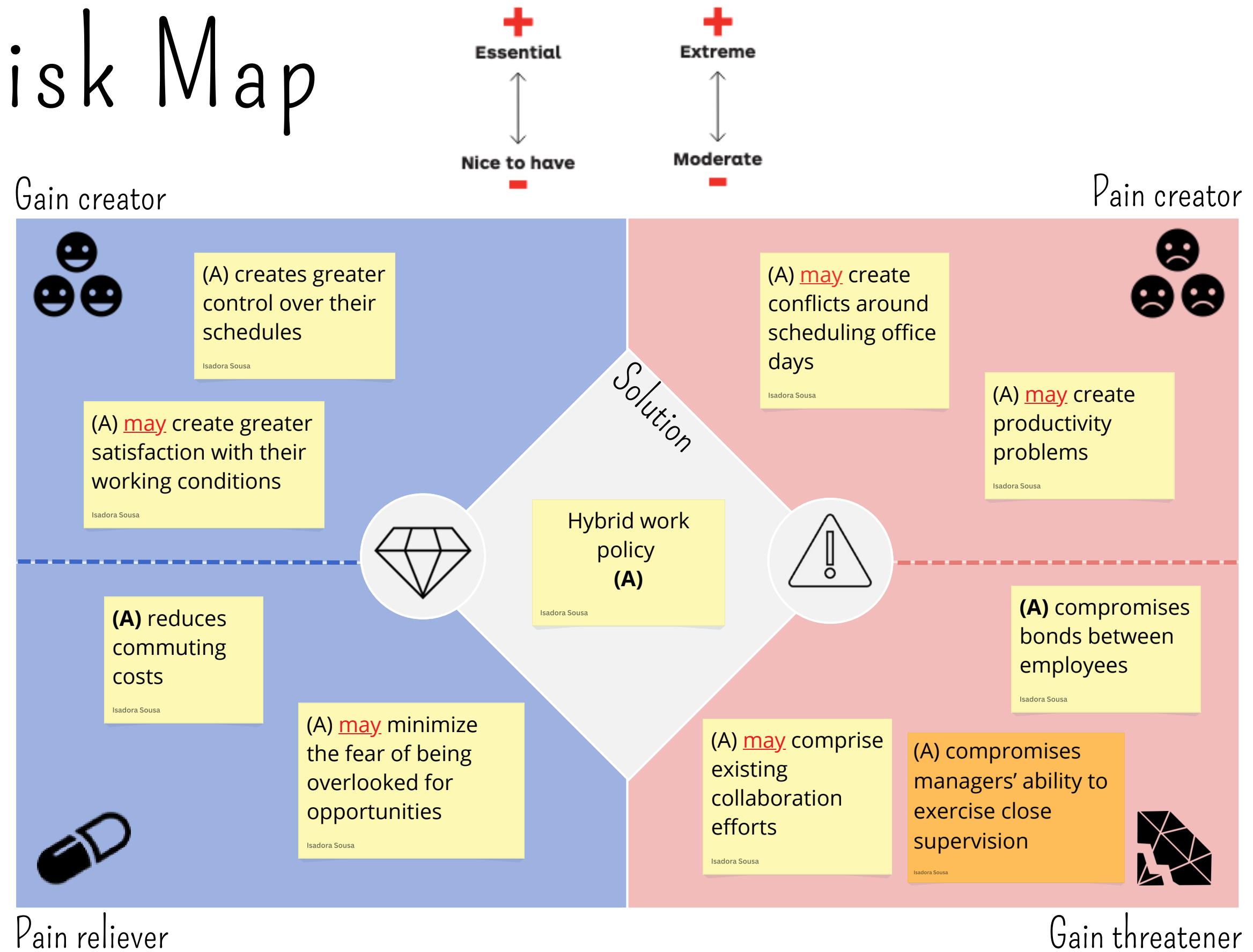
It describes how the solution introduces or exacerbates stakeholders' pains.

It explains how the solution reduces or compromises existing or expected gains.

Fill-in tips

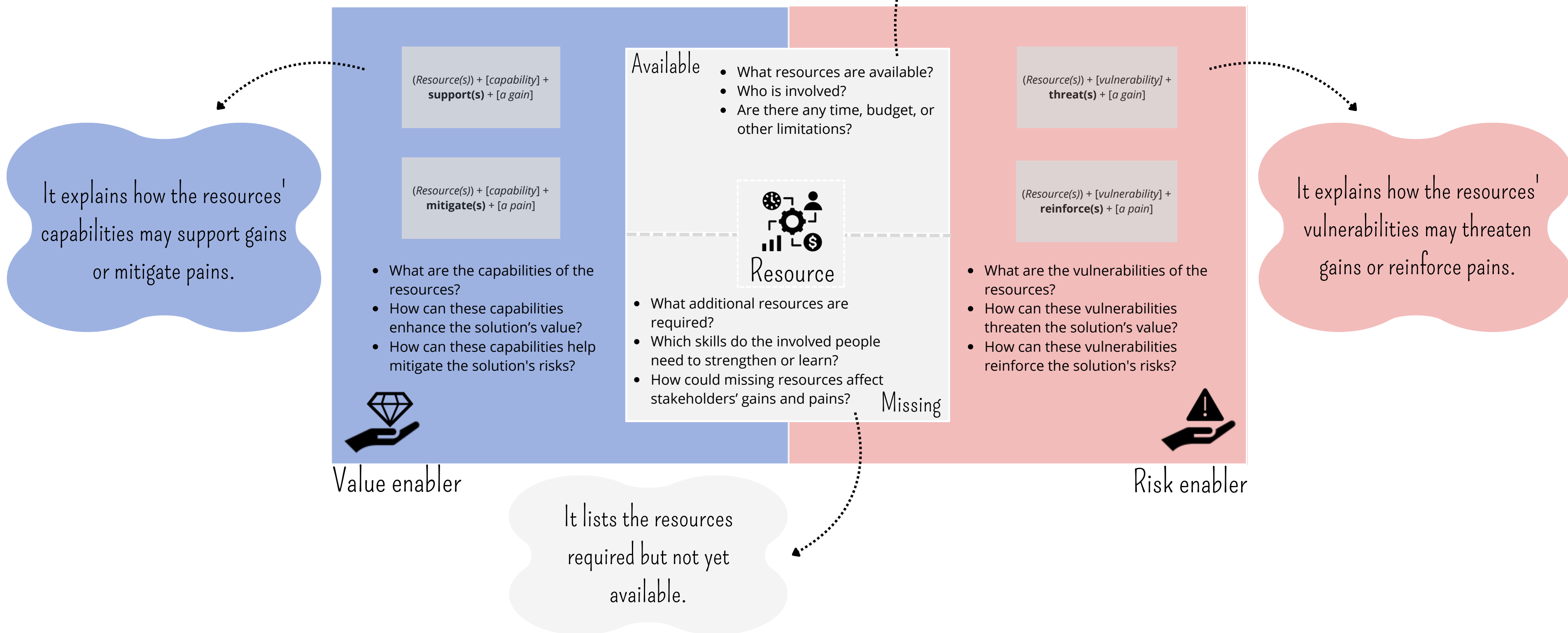
Solution Value & Risk Map

- Define the solution first, then complete the value- and risk-related blocks either sequentially or in parallel.
- If the solution is decomposed into parts, visually differentiate them (e.g., using distinct labels).
- Clearly associate each value or risk with the corresponding solution element.
- Visually differentiate elements by stakeholder (e.g., using distinct colors).
- Use the auxiliary “may” to indicate value or risk outcomes that involve uncertainty.
- When numerous elements are recorded, prioritize by ranking gains created and pains relieved by essentiality, and pains created and gains compromised by severity.



3rd step

Resource Value & Risk Map

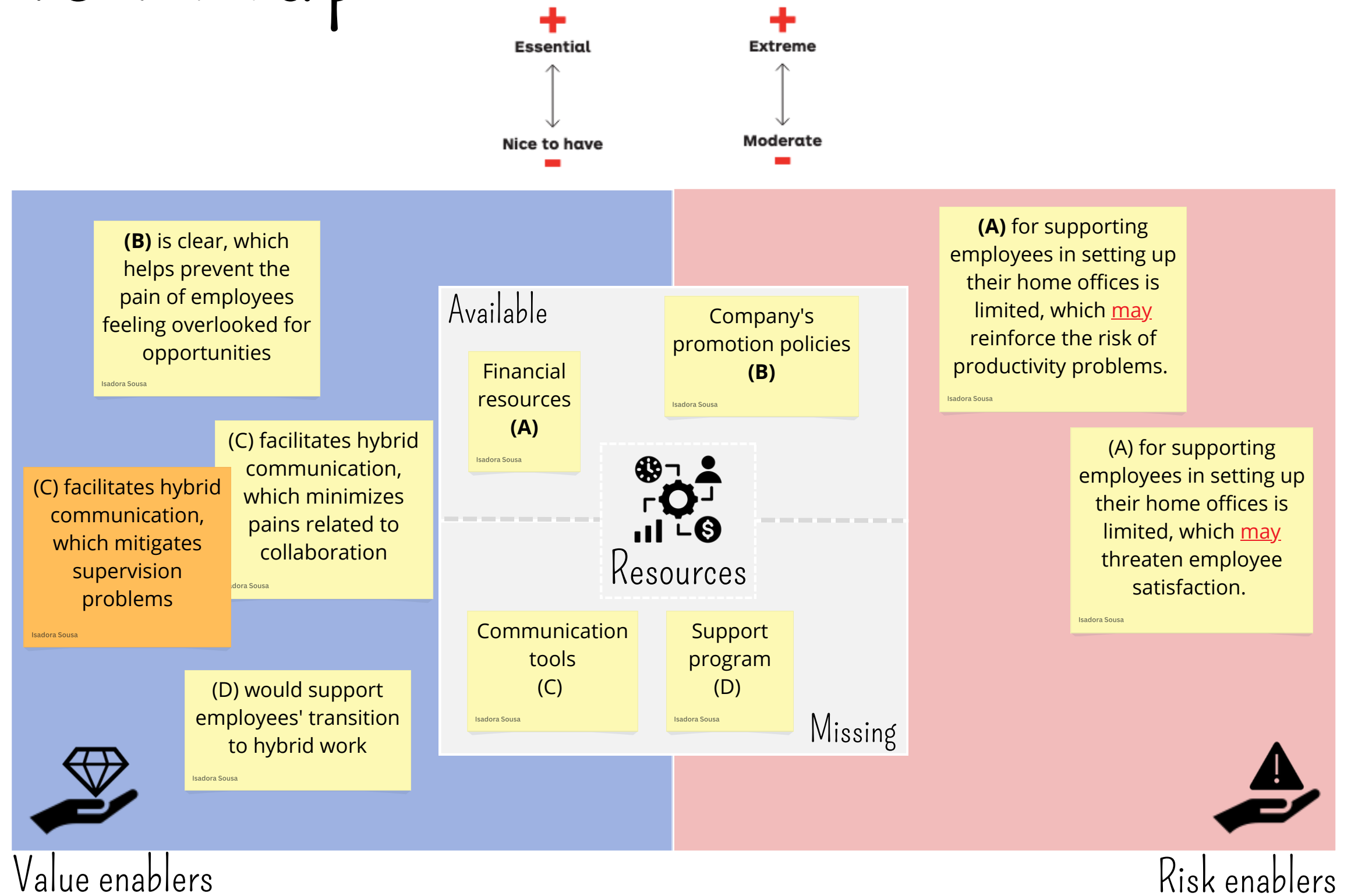


Note: The questions and the post-it template are intended to serve as a guide, and their utilisation is not mandatory.

Fill-in tips

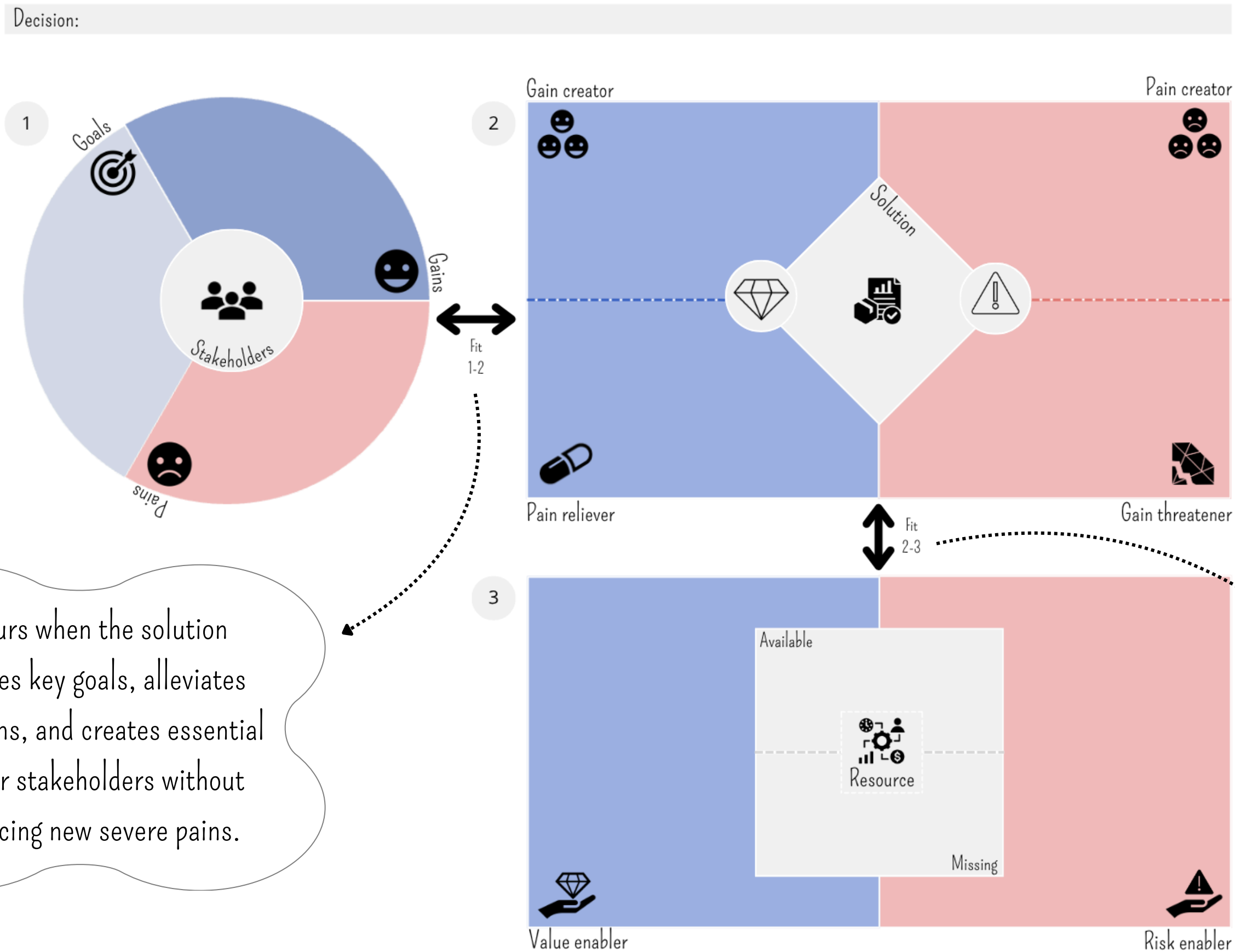
Resource Value & Risk Map

- Identify available resources, then complete the value- and risk-related blocks either sequentially or in parallel.
- Specify missing resources by identifying gains and pains that could be influenced by resources the company does not currently possess.
- Visually differentiate the resource (e.g., using distinct labels).
- Clearly associate each identified enabler with the corresponding resource.
- Visually differentiate elements by stakeholder (e.g., using distinct colors).
- Use the auxiliary "may" to indicate enablers that involve uncertainty.
- When numerous elements are recorded, prioritize by ranking value enablers by essentiality and risk enablers by severity.

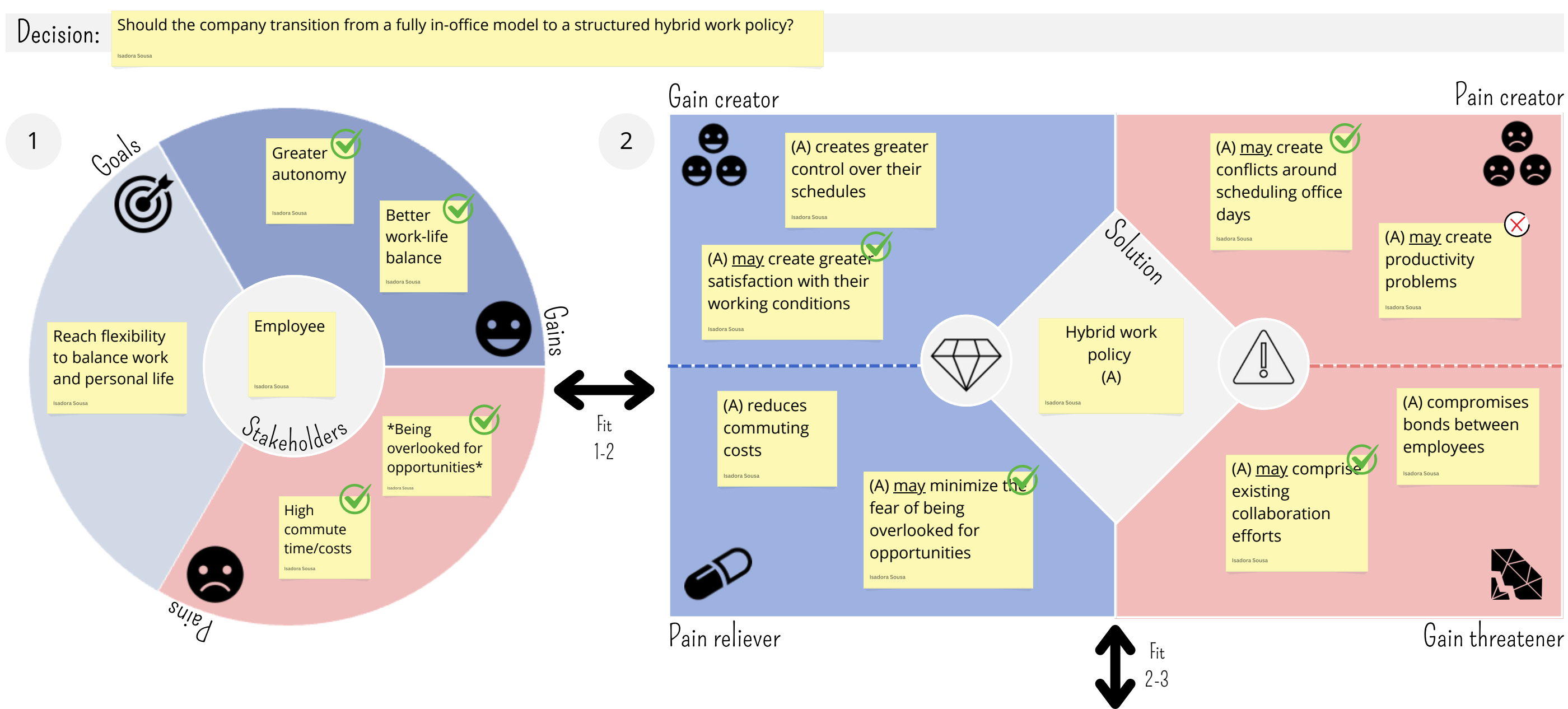


Final step

Fits



Tips to achieve Fits



Identify the stakeholder goals, gains, and pains that the solution addresses, as well as those it does not.

Identify the solution's values and risks that are not supported or mitigated by any resource.

Identify resource vulnerabilities that remain unaddressed and the capabilities that remain unexplored.

