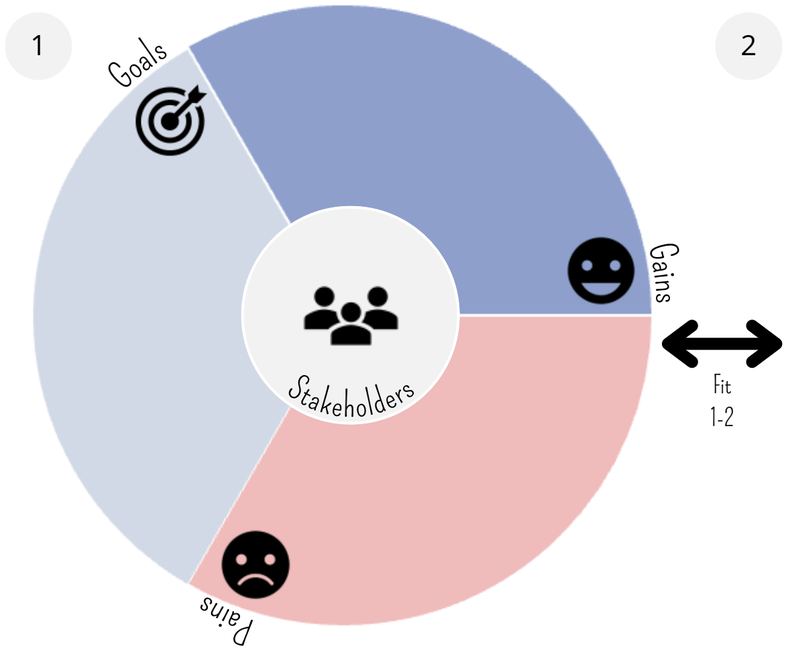
THE VALUE & RISK CANVAS

Guidebook

UNIVERSITY OF TWENTE. | Semantics Cybersecurity Services

Decision:



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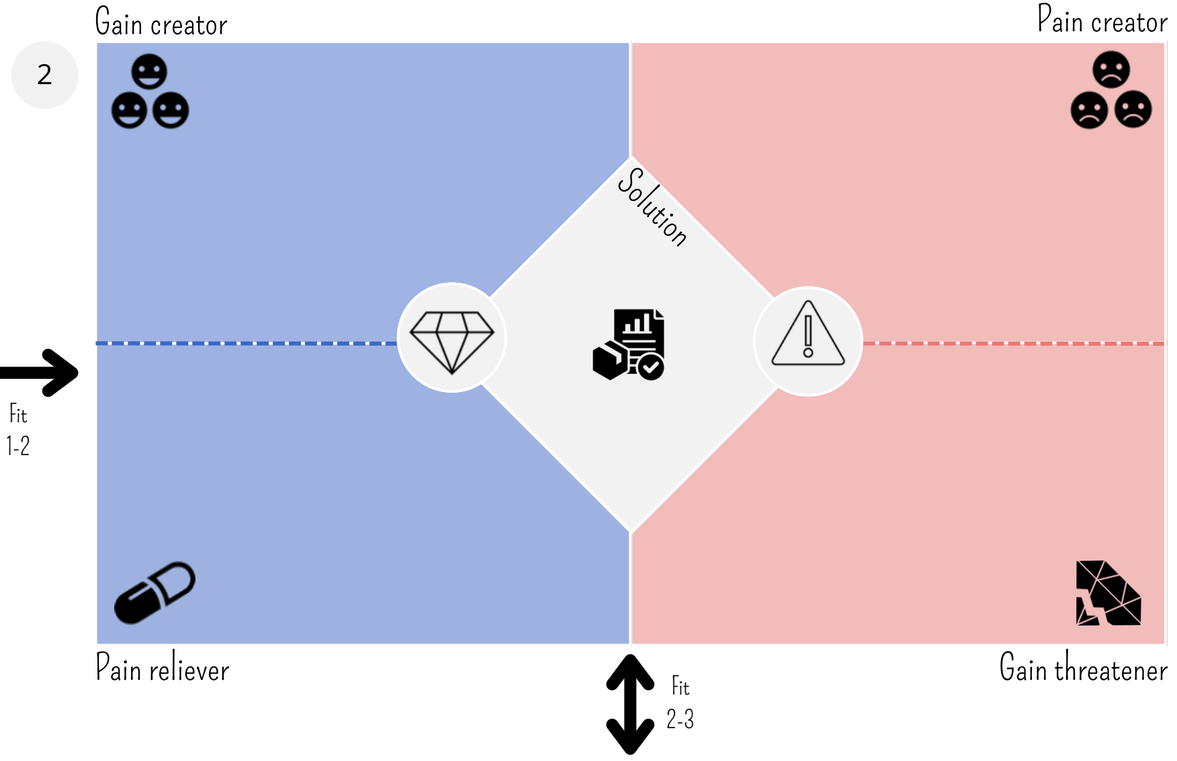

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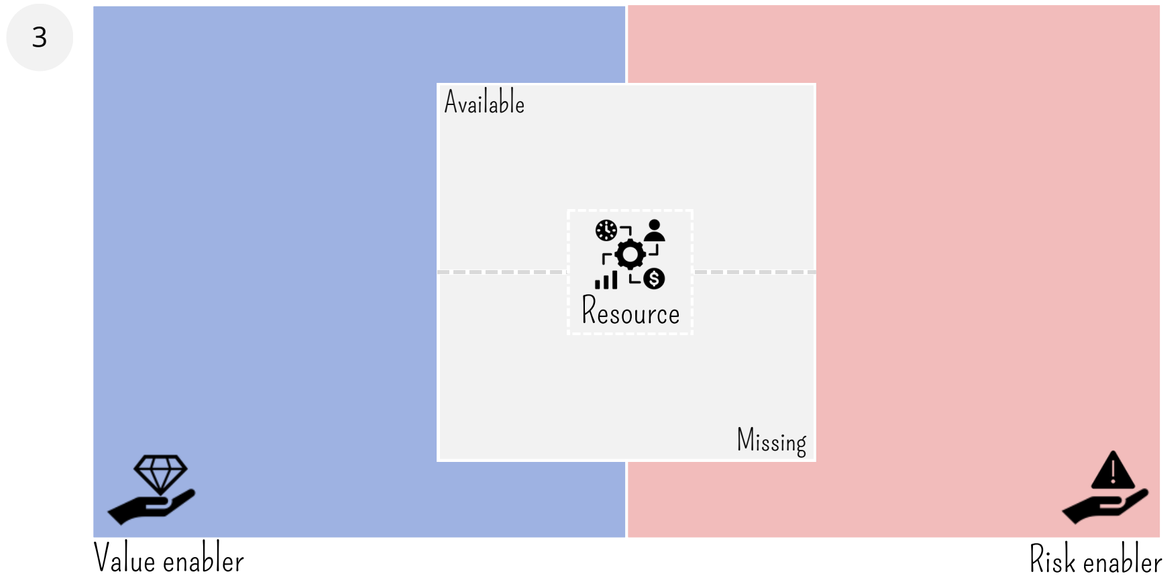


THE VALUE & RISK CANVAS

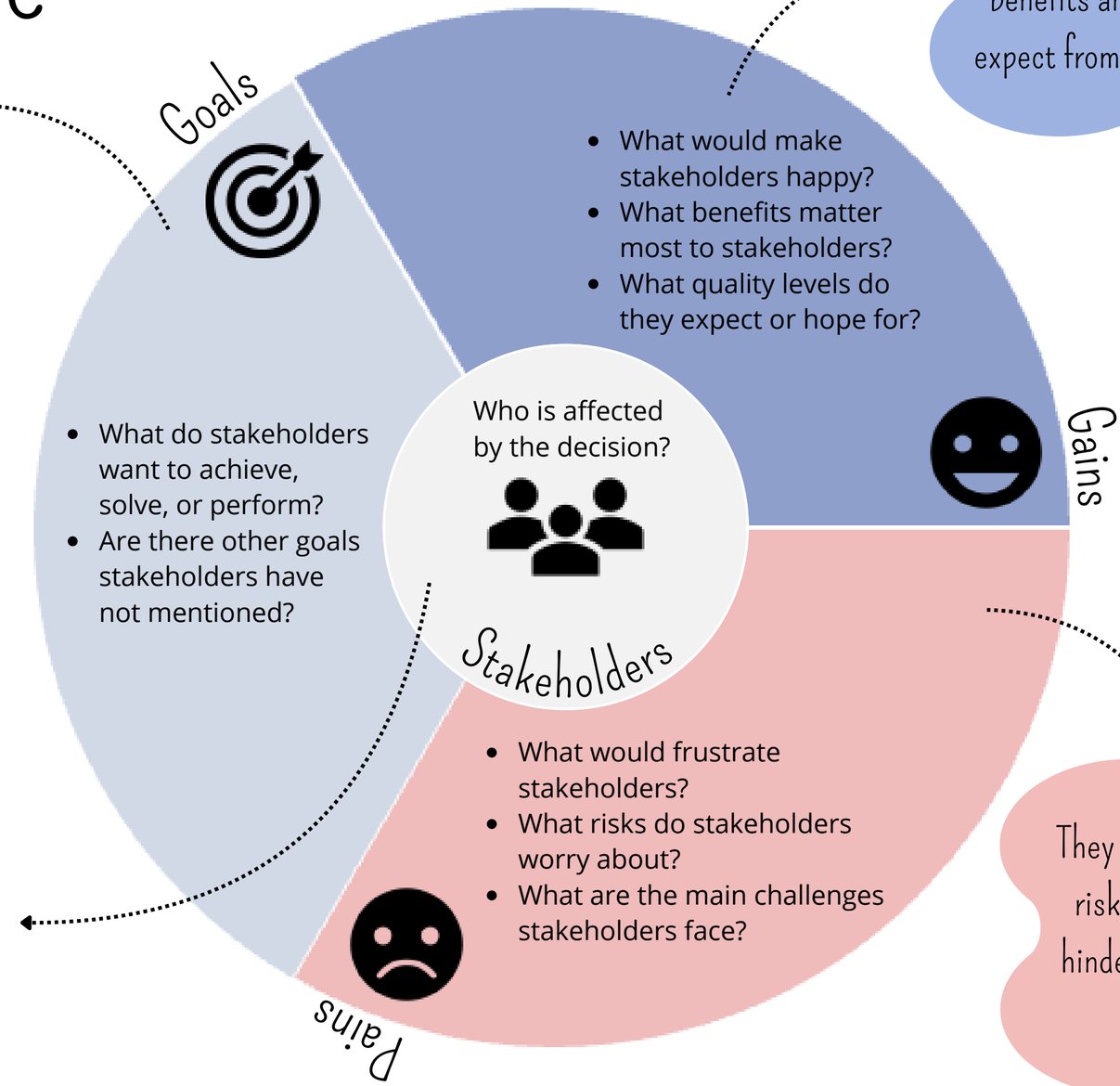
In today's organizations, where leaders must balance potential value against possible risks, the Value & Risk Canvas provides a structured way to make these trade-offs visible.

1st step

Stakeholder Profile

They refer to the objectives stakeholders seek to achieve, including both explicit aims and potential implicit needs.

They capture what would satisfy stakeholders, the specific benefits and quality levels they expect from achieving their goals.



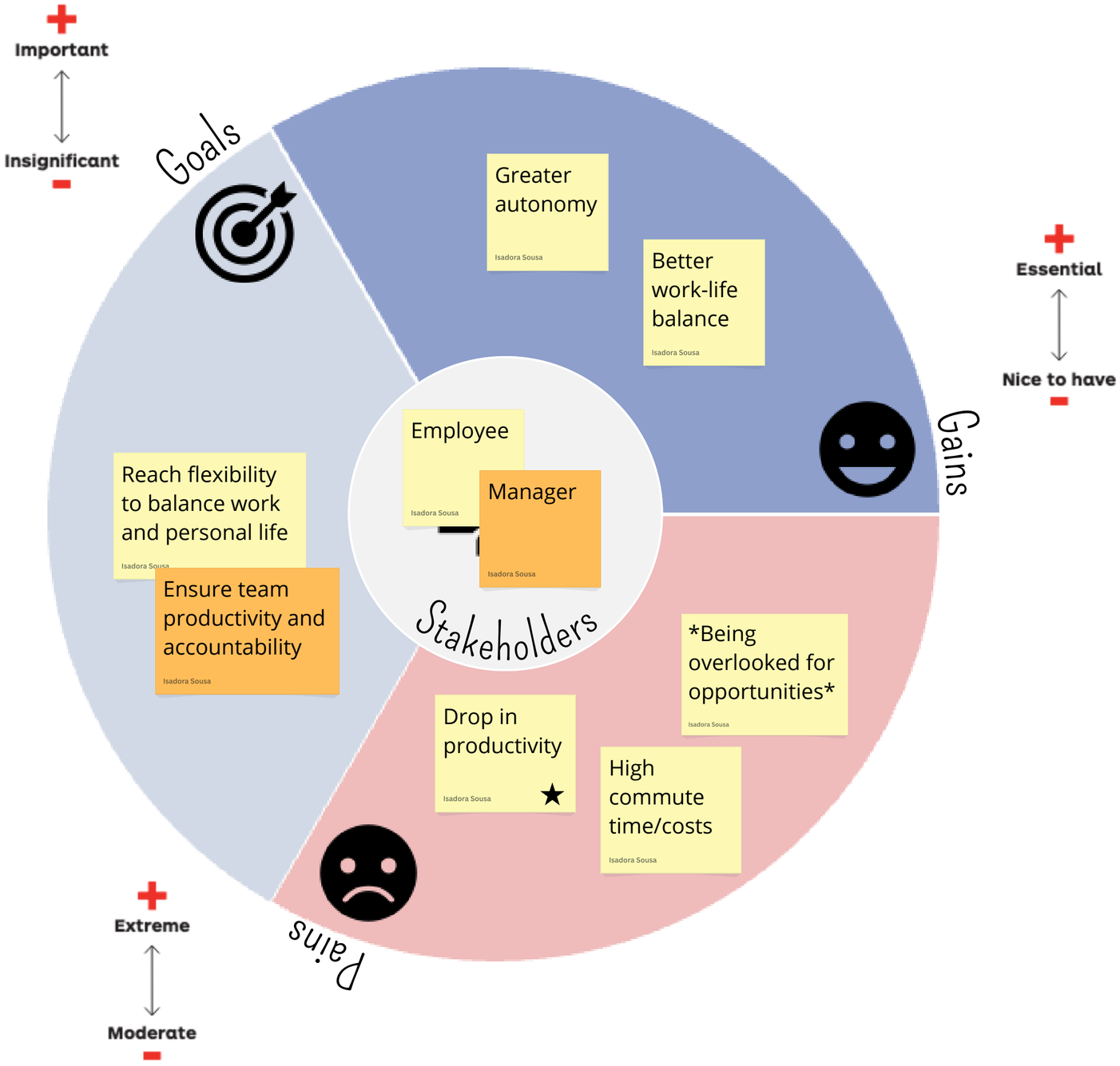
It specifies the individuals or groups affected by the decision and included in the analysis.

They identify adverse outcomes, risks, and obstacles that may hinder goal attainment or cause dissatisfaction.

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.



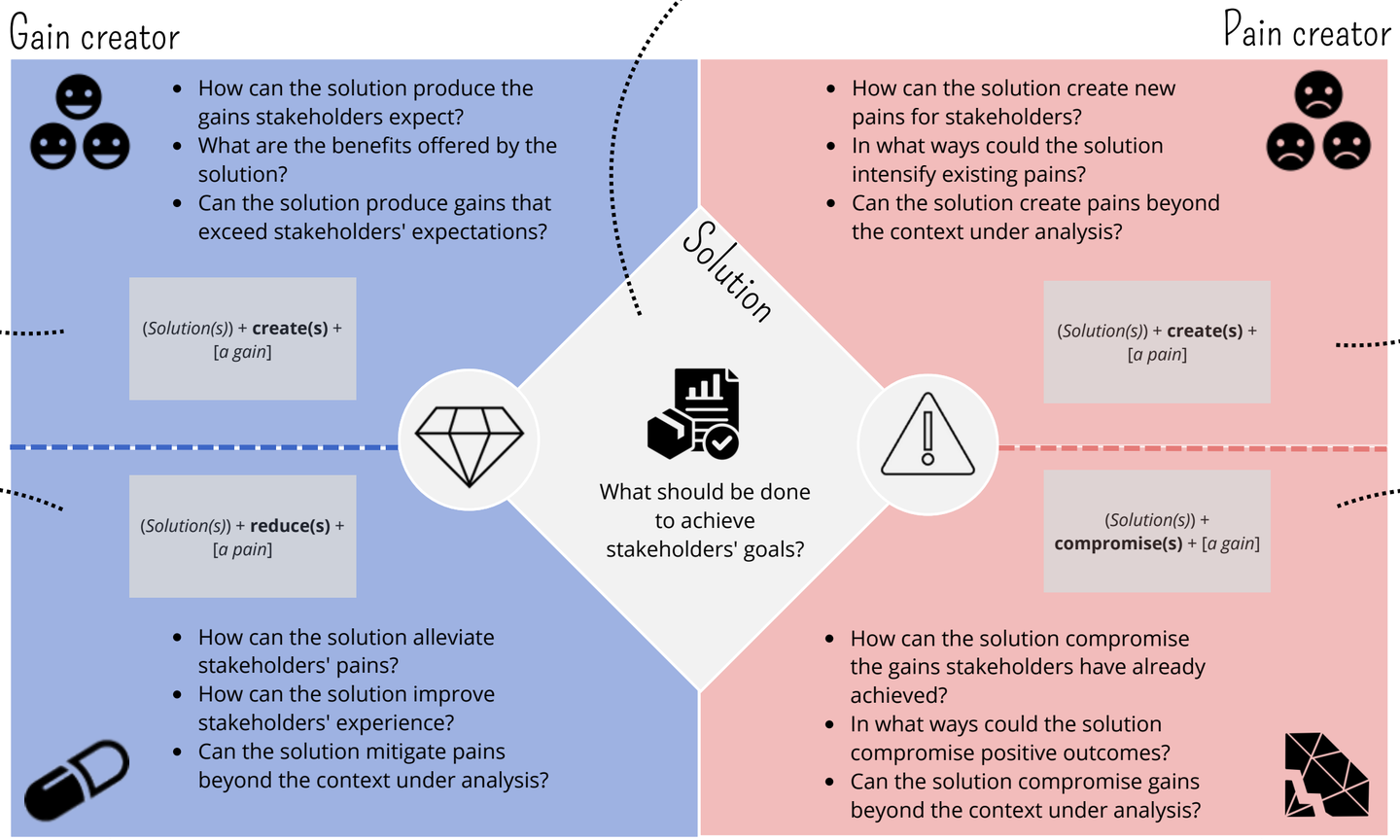
2nd step

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.

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



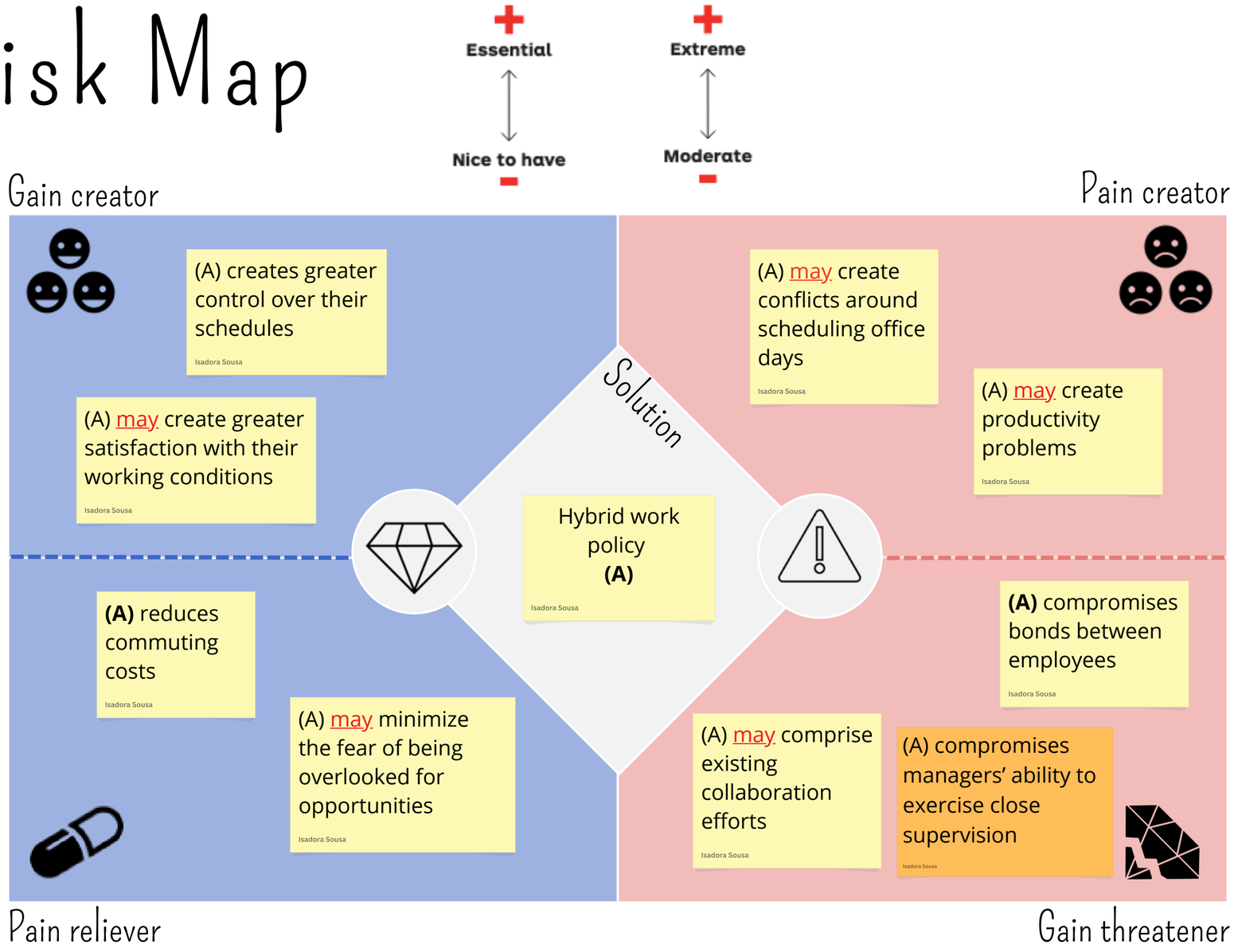
It explains how the solution generates value by mitigating stakeholders' pains.

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

It lists the resources currently accessible for developing and applying the solution.

It explains how the resources' capabilities may support gains or mitigate pains.

(*Resource(s)*) + [*capability*] + **support(s)** + [*a gain*]

(*Resource(s)*) + [*capability*] + **mitigate(s)** + [*a pain*]

- What are the capabilities of the resources?
- How can these capabilities enhance the solution's value?
- How can these capabilities help mitigate the solution's risks?

Value enabler

Available

- What resources are available?
- Who is involved?
- Are there any time, budget, or other limitations?

Resource

- What additional resources are required?
- Which skills do the involved people need to strengthen or learn?
- How could missing resources affect stakeholders' gains and pains?

Missing

(*Resource(s)*) + [*vulnerability*] + **threat(s)** + [*a gain*]

(*Resource(s)*) + [*vulnerability*] + **reinforce(s)** + [*a pain*]

- What are the vulnerabilities of the resources?
- How can these vulnerabilities threaten the solution's value?
- How can these vulnerabilities reinforce the solution's risks?

Risk enabler

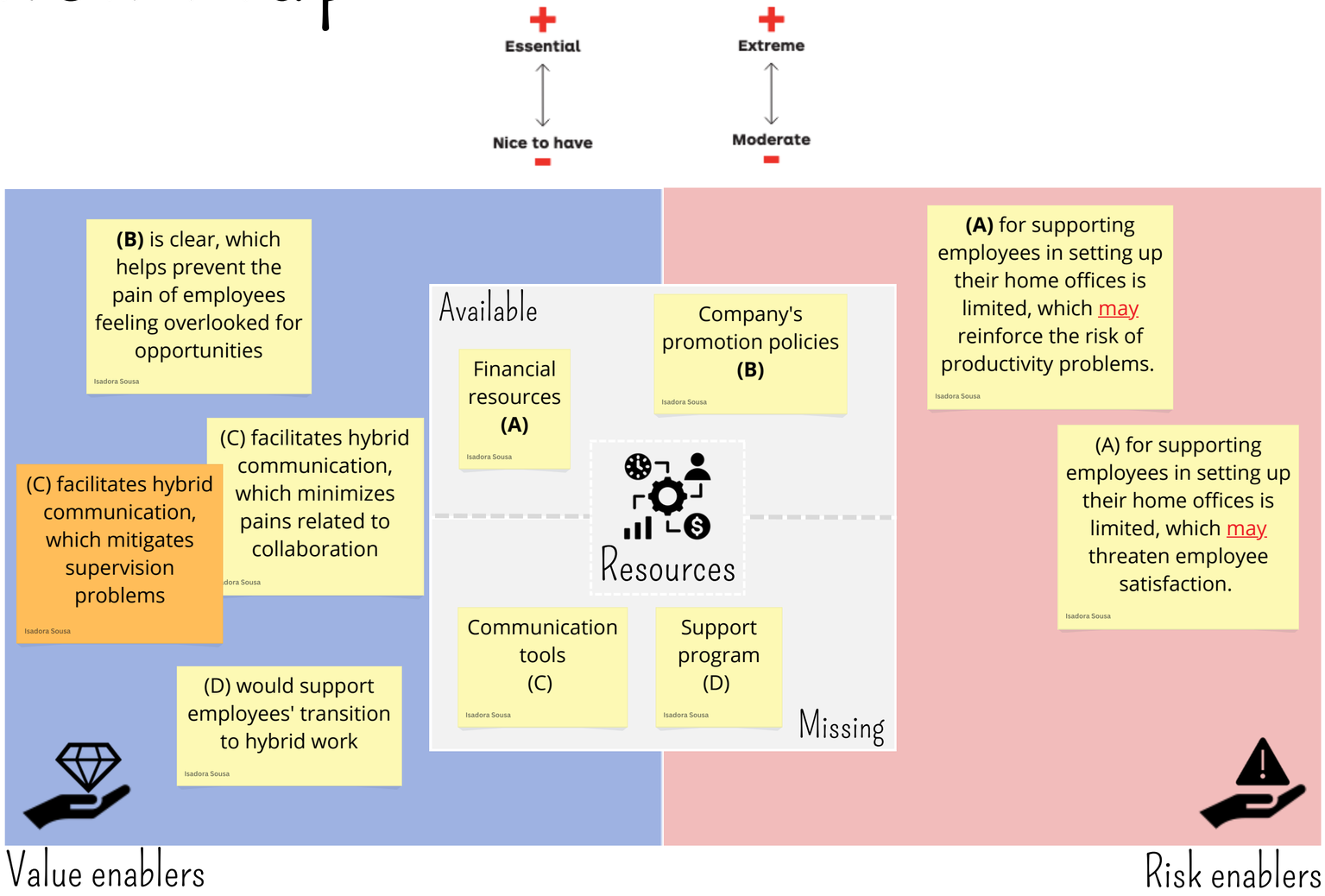
It explains how the resources' vulnerabilities may threaten gains or reinforce pains.

It lists the resources required but not yet available.

Fill-in tips

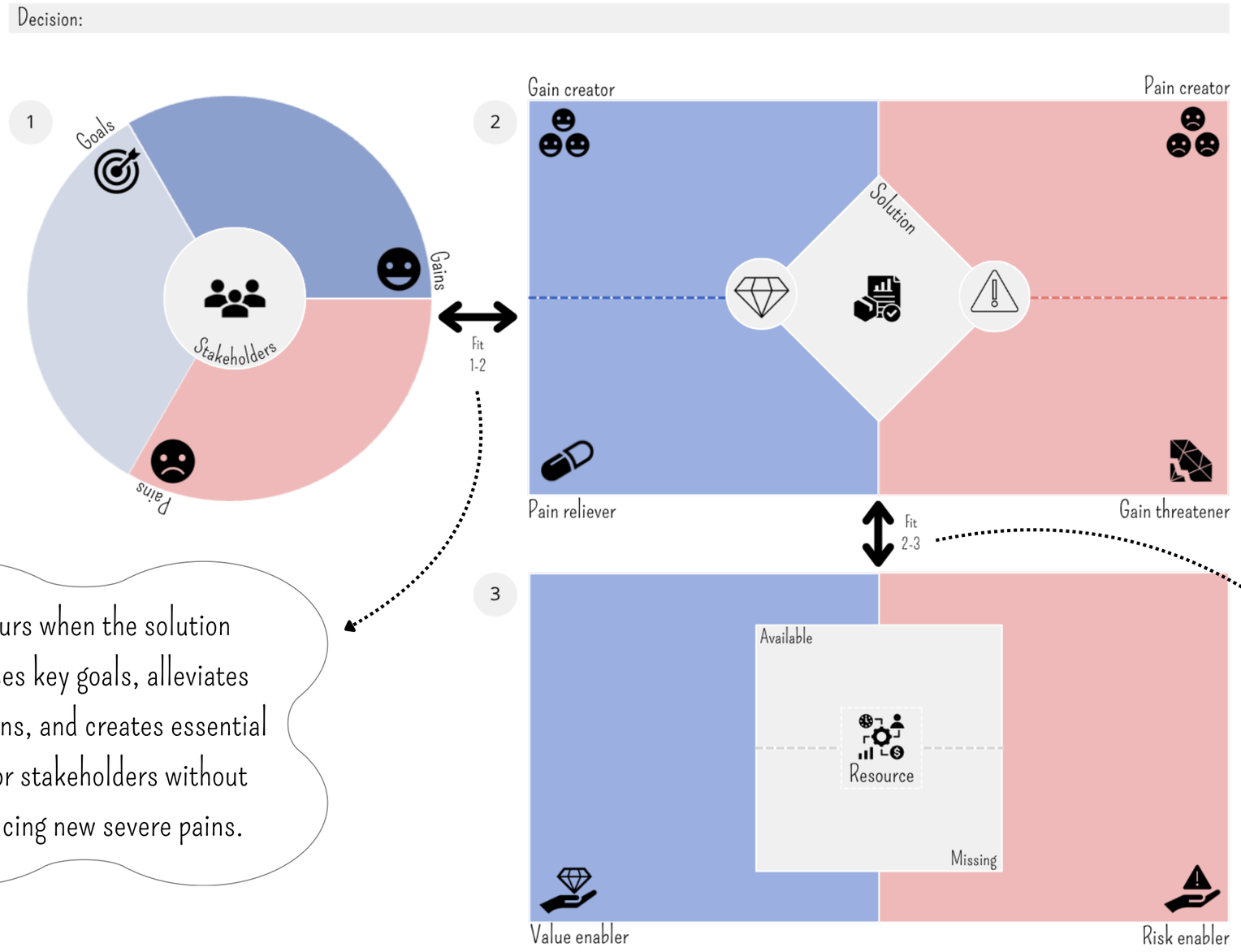
Resource Value & Risk Map

- 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



It occurs when the solution addresses key goals, alleviates major pains, and creates essential gains for stakeholders without introducing new severe pains.

It occurs when critical resources are used to strengthen the solution's capabilities to deliver desired value and reduce vulnerabilities that could undermine it.

Tips to achieve

Fits

Decision: Should the company transition from a fully in-office model to a structured hybrid work policy?

Isadora Sousa

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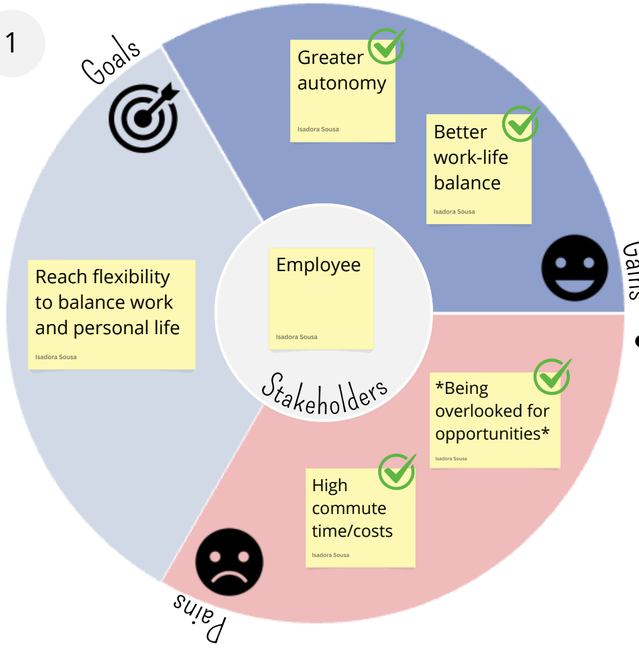

Fit 1-2

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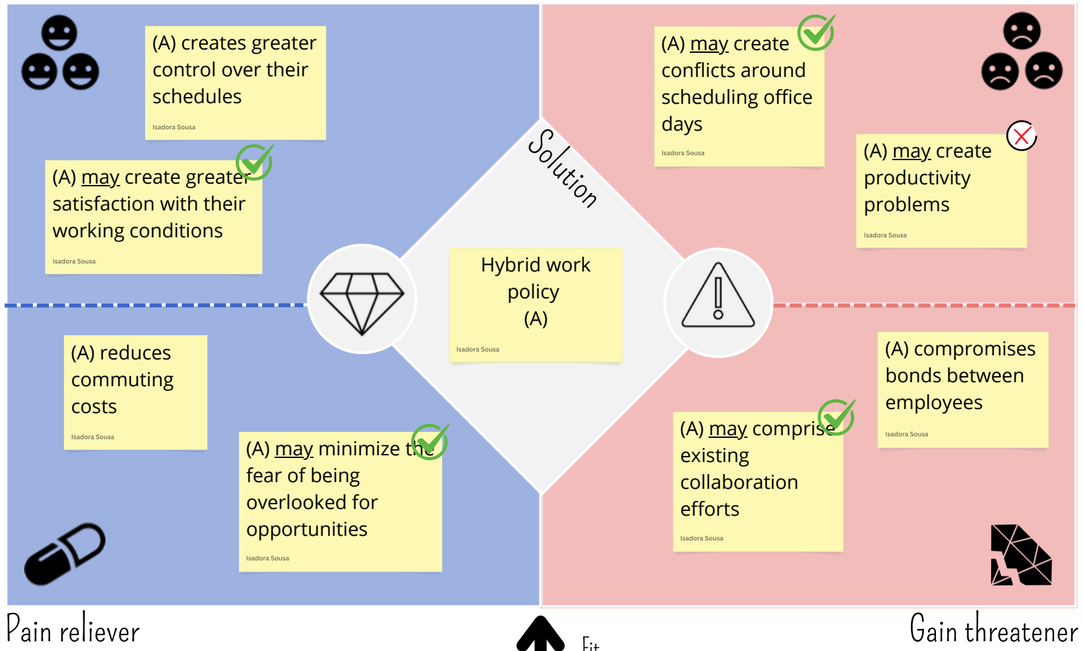

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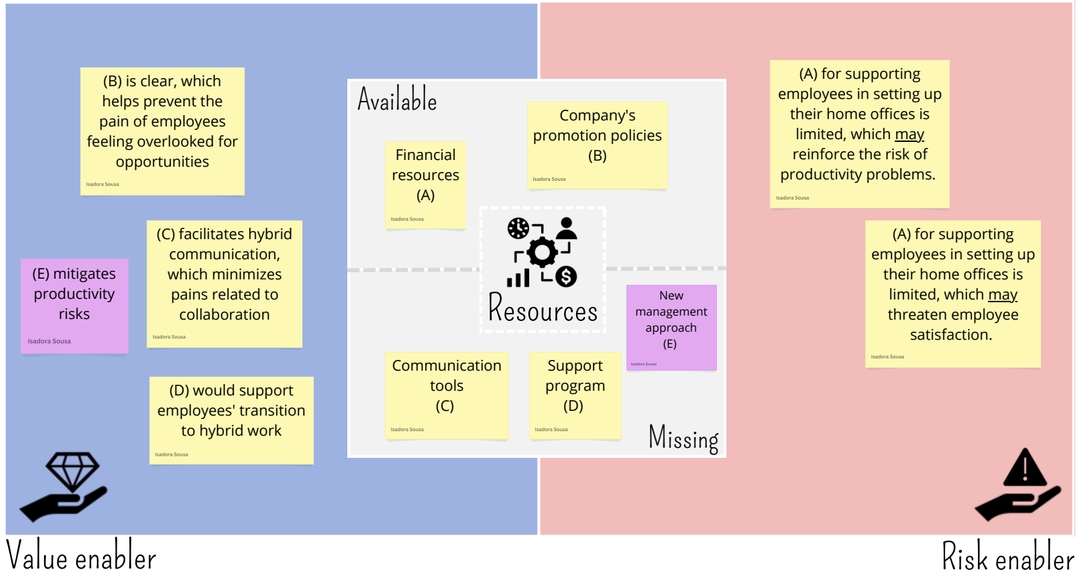

Identify the stakeholder goals, gains, and pains that the solution addresses, as well as those it does not.

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.