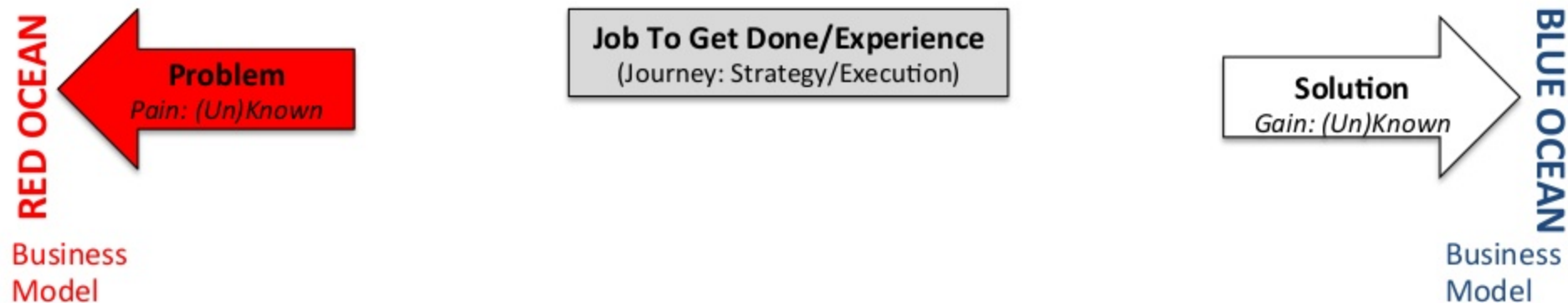Customers "Hire" Tools, Products, and Services
To Ideally Get Their Problems Solved:
FREE, PERFECT, AND NOW

DRAMATIC STORY CANVAS: Space-Timeline Template

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

Job To Get Done/Experience
(Journey: Strategy/Execution)

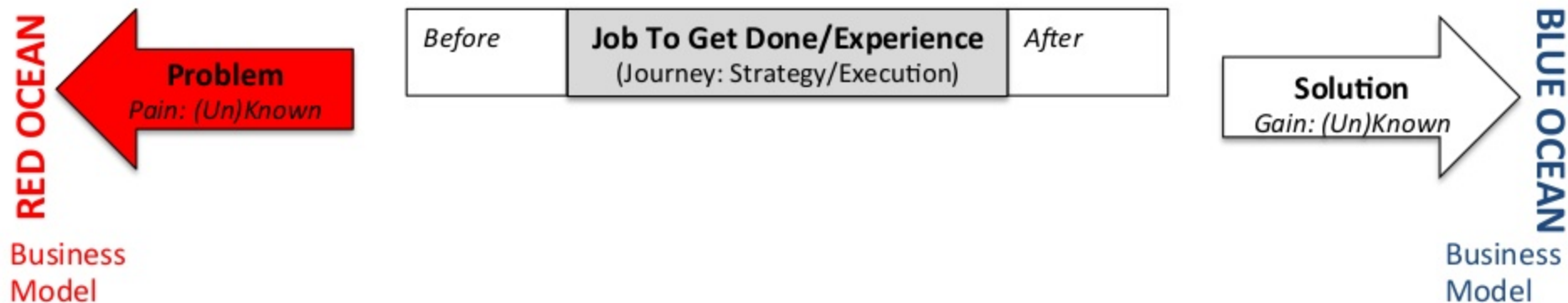**Solution**
Gain: (Un)Known

BLUE OCEAN

Business
Model

DRAMATIC STORY CANVAS: Space-Timeline Template

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

Before

Job To Get Done/Experience
(Journey: Strategy/Execution)

After

Solution
Gain: (Un)Known

BLUE OCEAN

Business
Model

DRAMATIC STORY CANVAS: Space-Timeline Template

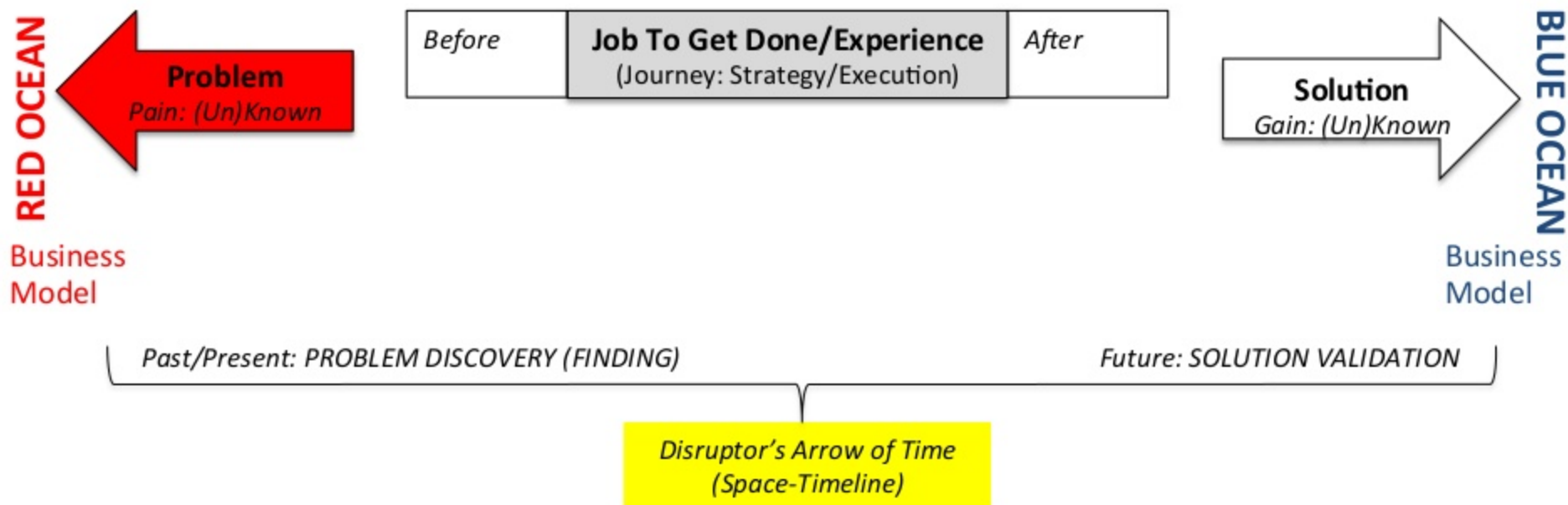*Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life*

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business
Model

Past/Present: PROBLEM DISCOVERY (FINDING)

Future: SOLUTION VALIDATION

Disruptor's Arrow of Time
(Space-Timeline)

DRAMATIC STORY CANVAS: Problem-Solution Template

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business
Model

DRAMATIC STORY CANVAS: Storyboard Template

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life
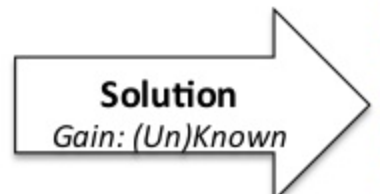
RED OCEAN

Problem
Pain: (Un)Known

Business Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	*After*

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

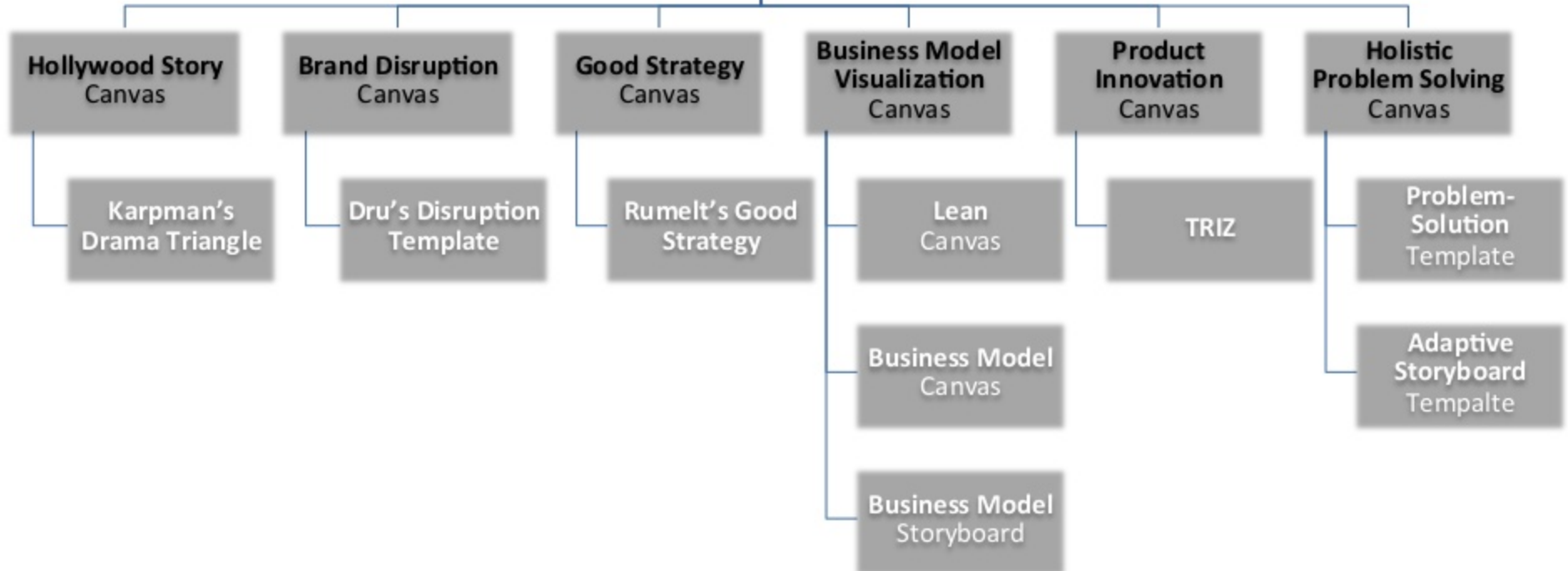|		

Adaptive Storyboard

The Children and Many Faces Of

The Dramatic Story Canvas

PROBLEM-SOLVING PLATFORM OF THE DRAMATIC STORY CANVAS

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

DRAMATIC STORY CANVAS

Hollywood Story Canvas

Brand Disruption Canvas

Good Strategy Canvas

Business Model Visualization Canvas

Product Innovation Canvas

Holistic Problem Solving Canvas

Karpman's Drama Triangle

Dru's Disruption Template

Rumelt's Good Strategy

Lean Canvas

TRIZ

Problem-Solution Template

Business Model Canvas

Adaptive Storyboard Tempalte

Business Model Storyboard

DRAMATIC STORY CANVAS FOR "HOLLYWOOD" STORYTELLING

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	*After*

Solution
Gain: (Un)Known

BLUE OCEAN

Business
Model

PERSECUTOR (Villain/Top Dog)	**VICTIM** (Survivor)	**RESCUER** (Hero/Underdog)

STORY PLOT (THEME/ENVIRONMENT)
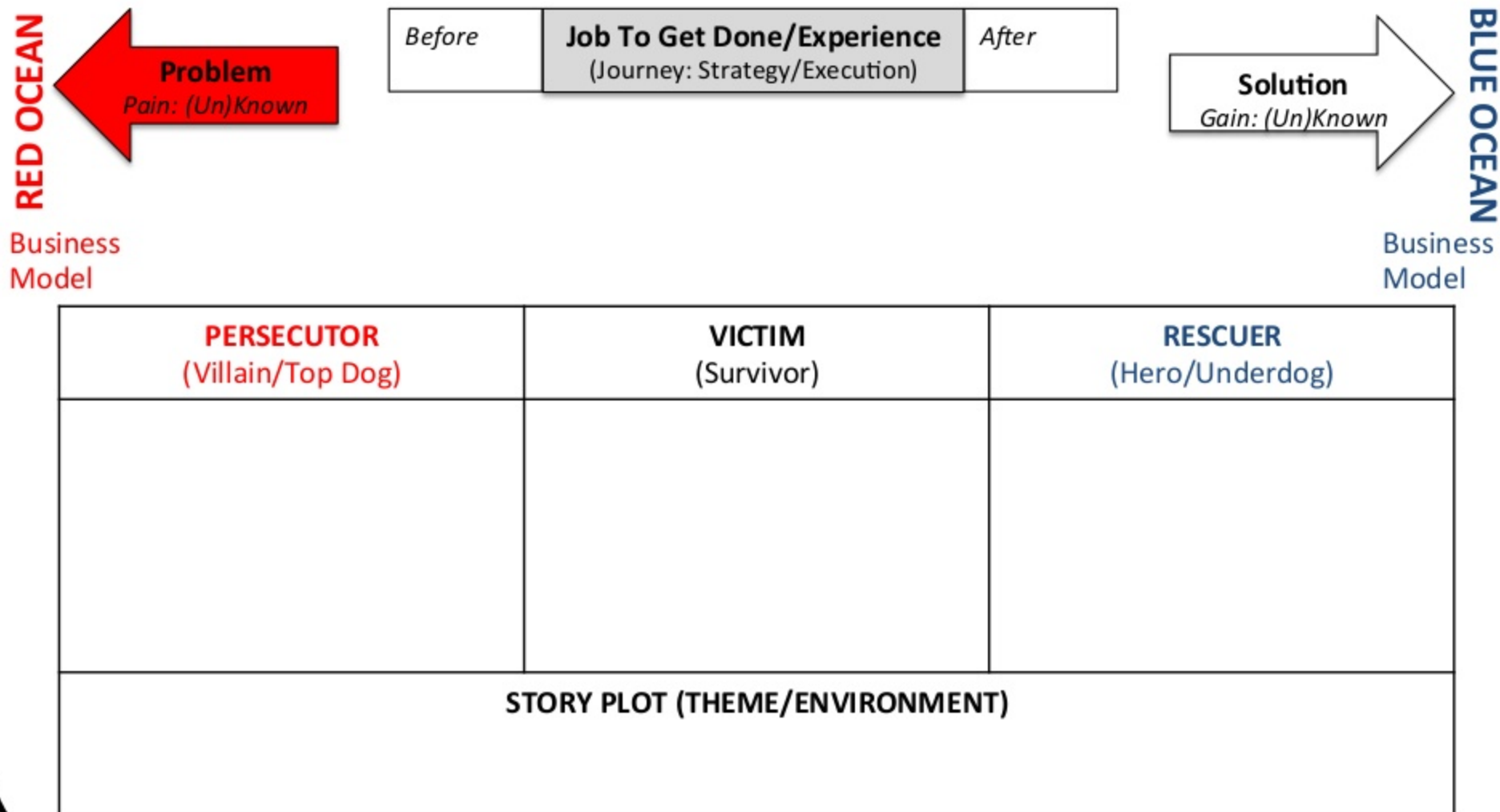
Hollywood Story Canvas

DRAMATIC STORY CANVAS FOR BRAND DISRUPTION STRATEGY

Source: Based on Dru, J.-M. (1997) Disruption. John Wiley & Sons: New York.

RED OCEAN

Problem
Pain: (Un)Known

Business Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

CONVENTION	DISRUPTION CYCLE (Pretotyping. Prototyping. Piloting. Executing)	VISION

BRAND PROPOSITION

Brand Disruption Canvas
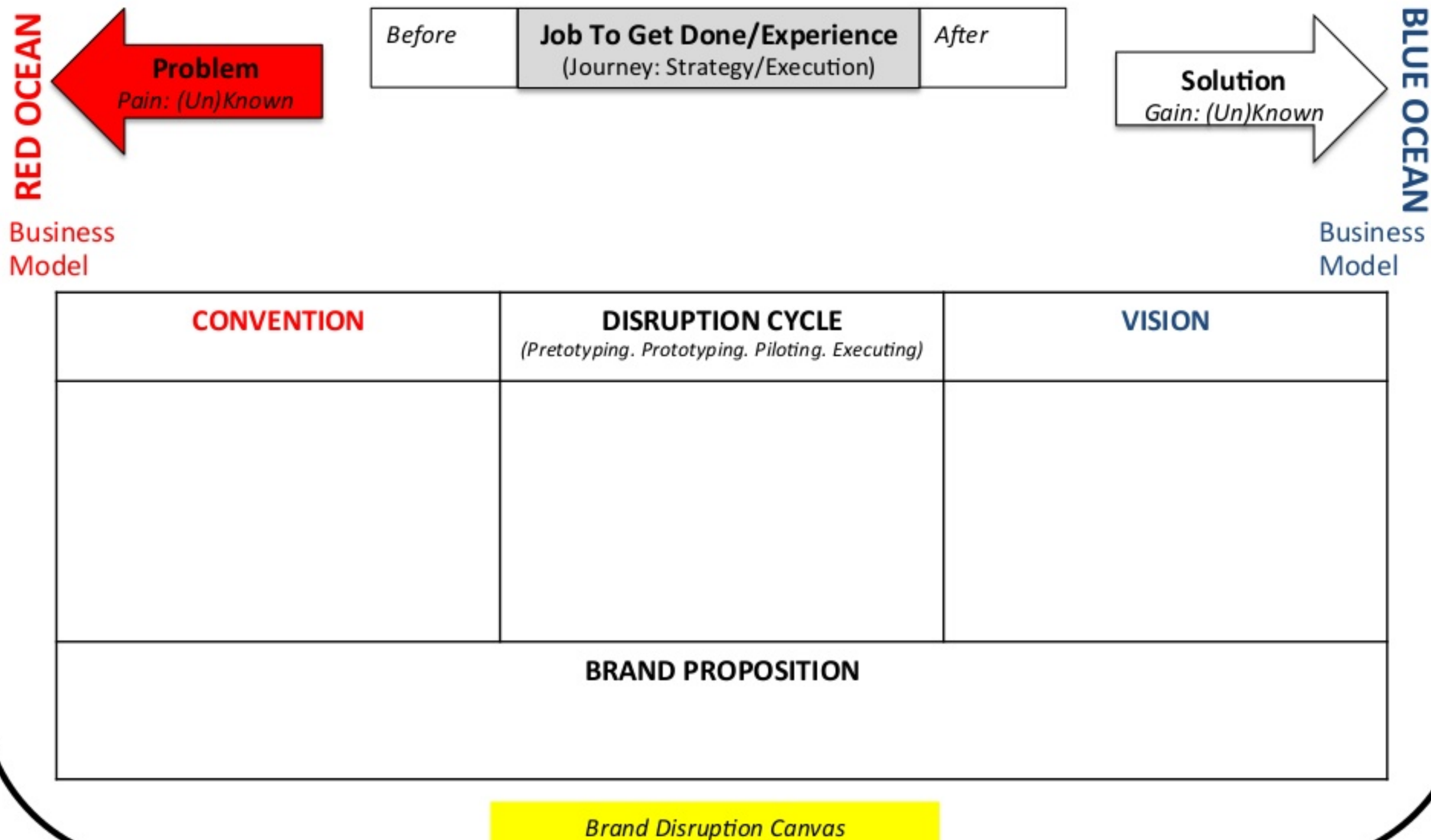
DRAMATIC STORY CANVAS FOR DEVELOPING "GOOD STRATEGY"

Source: Based on Rumelt, R.P. (2011) **Good Strategy. Bad Strategy.** *Crown Business: New York.*

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

| Before | **Job To Get Done/Experience**
(Journey: Strategy/Execution) | After |

Solution
Gain: (Un)Known

BLUE OCEAN

Business
Model

CHALLENGE ⚠	DIAGNOSIS 🩺	POLICY ℞

Strategic Problem Solving

ACTION PLAN (TO DO)

Targets (Metrics)
🎯

Execution

"Good Strategy" Canvas
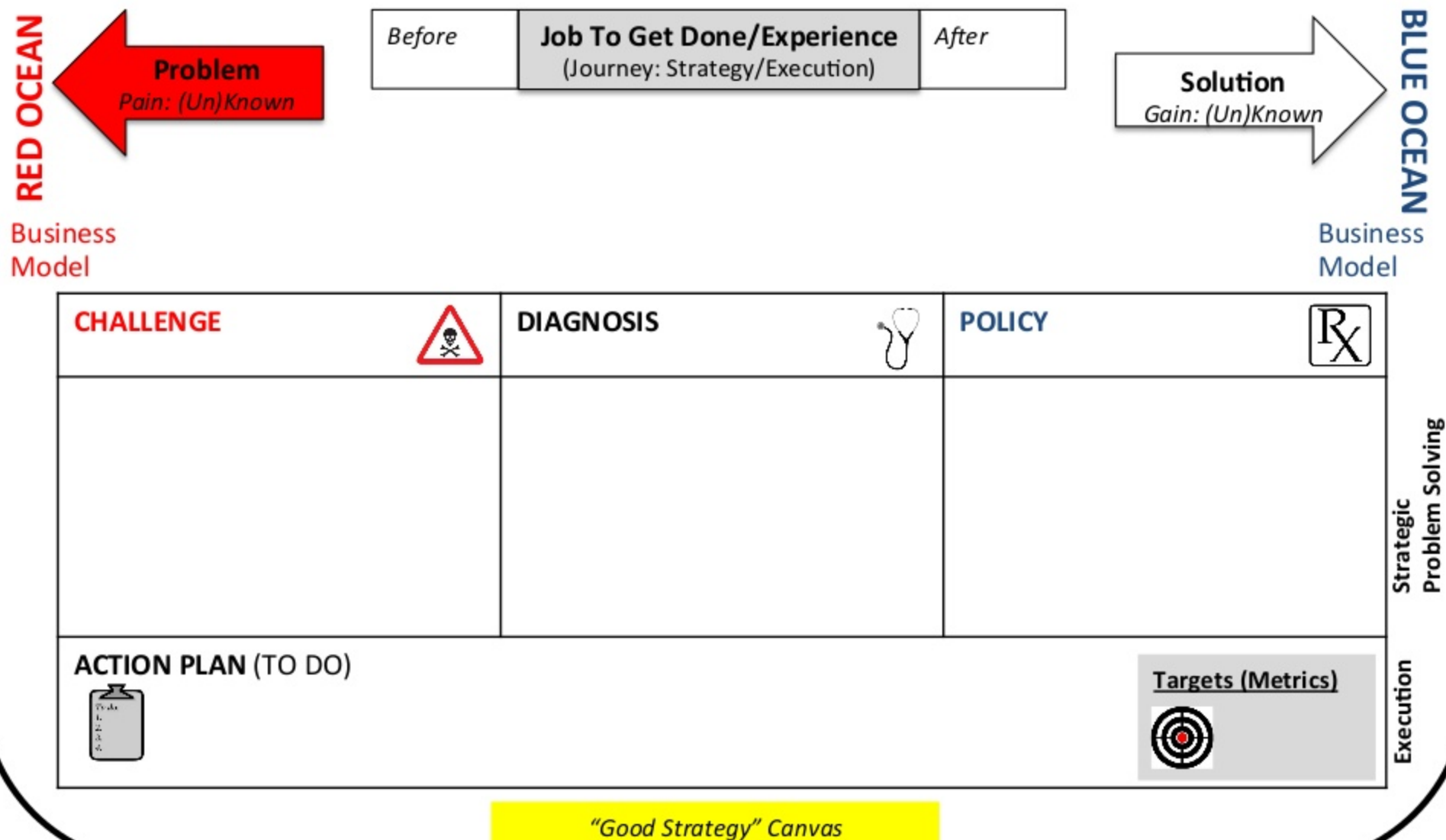
DRAMATIC STORY CANVAS FOR VISUALIZING A BUSINESS MODEL

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business Model

| Before | **Job To Get Done/Experience** (Journey: Strategy/Execution) | After |

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

VALUE CREATION (Enterprise Engine)	**VALUE DELIVERY** (Customer Growth Engine)	**VALUE CAPTURE/SHARING** (Value Engine)

BUSINESS MODEL ENVIRONMENT
(Competitive/Unfair Advantage)

Business Model Visualization (BMV) Canvas

DRAMATIC STORY CANVAS FOR PRODUCT INNOVATION

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

TRADE-OFF of Product (CONTRADICTION)	**METHOD SPACE** (TOOLS: Analogies; Principles; …)	**OUTCOME/RESOLUTION** (IDEAL FINAL RESULT)

IMPLEMENTATION SPACE
(PRETOTYPE/PROTOTYPE/PILOT/FULL-SCALE PRODUCT)

Product Innovation Canvas

DRAMATIC STORY CANVAS FOR HOLISTIC PROBLEM SOLVING (HPS)

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business
Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business
Model

PROBLEM SPACE	METHOD SPACE	SOLUTION SPACE

IMPLEMENTATION SPACE

#4ROD. Dr. Rod King. rodkuhnhking@gmail.com & http://businessmodels.ning.com & http://twitter.com/RodKuhnKing

DRAMATIC STORY CANVAS FOR HOLISTIC PROBLEM SOLVING (HPS)

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

D.
Simple (Tame/ Closed) Problem

B.
Complex Problem

Problem Archetypes

C.
Complicated Problem

A.
Chaotic (Wicked/ Open) Problem

PROBLEM SPACE: 4 Problem Archetypes

DRAMATIC STORY CANVAS FOR HOLISTIC PROBLEM SOLVING (HPS)

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life
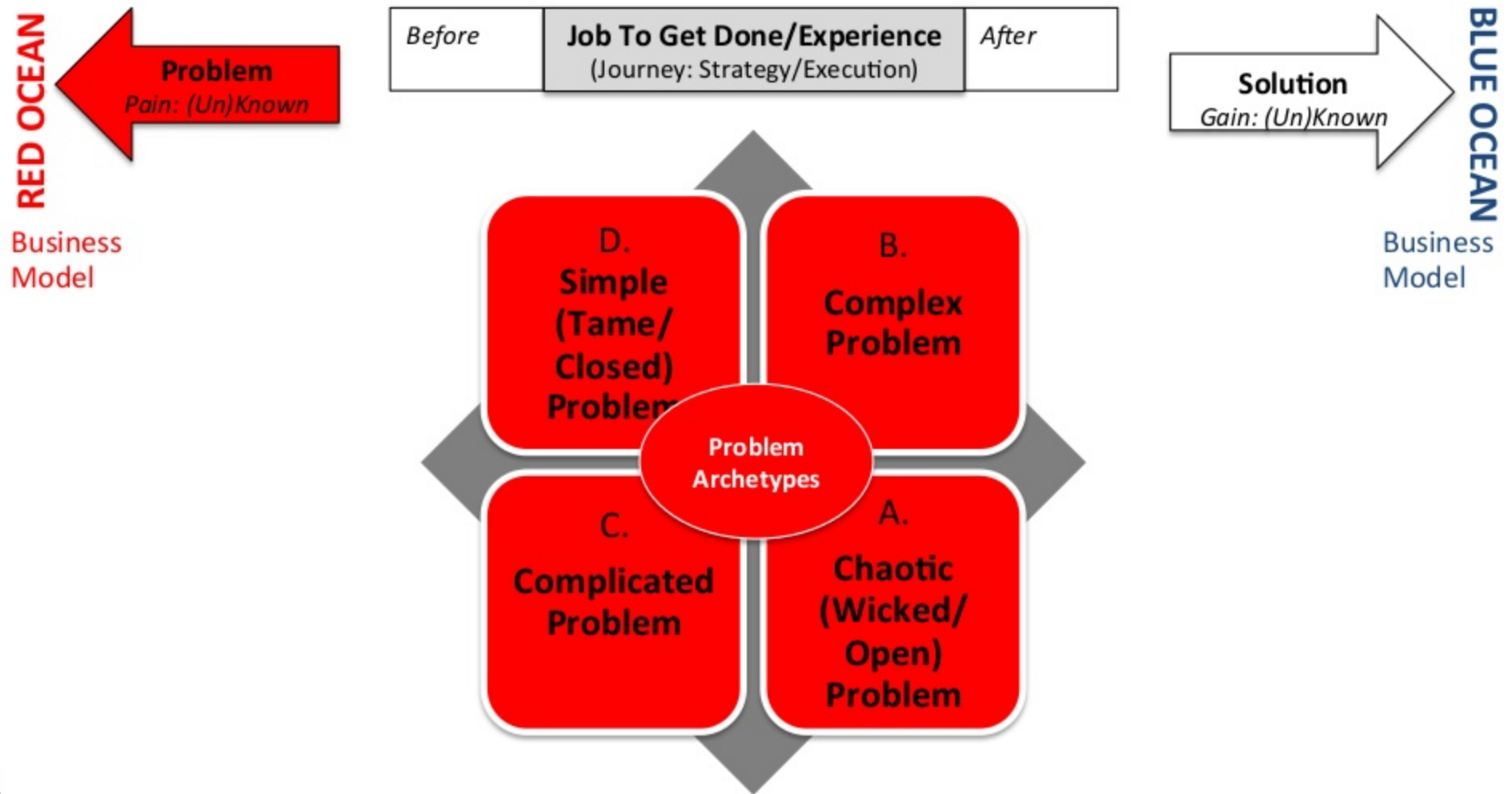
RED OCEAN

Problem
Pain: (Un)Known

Business Model

Before	**Job To Get Done/Experience** (Journey: Strategy/Execution)	After

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

D. Improving/ Disrupting

B. Prototyping

Measuring; Learning

C. Piloting/ Building

A. Pretotyping

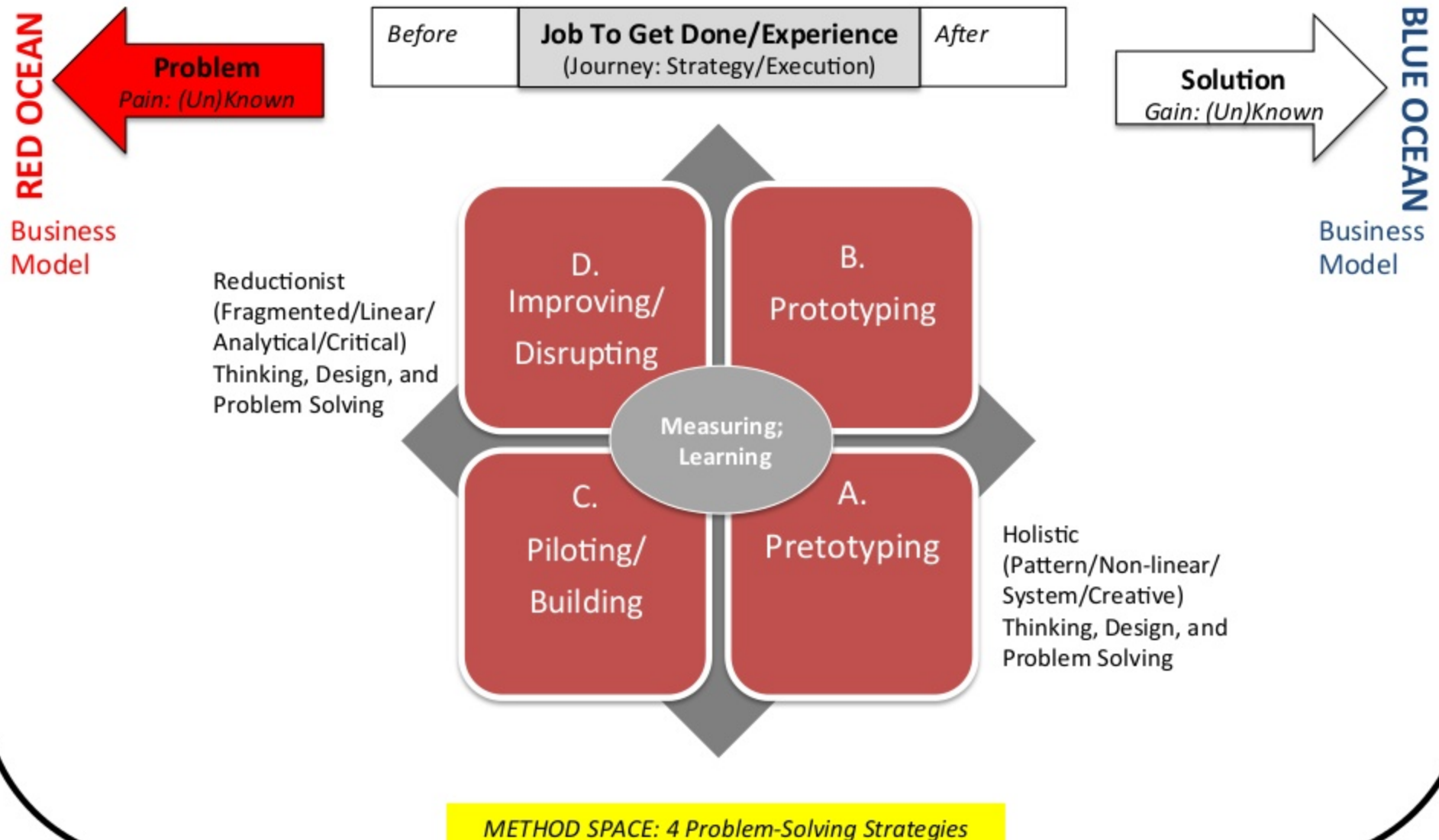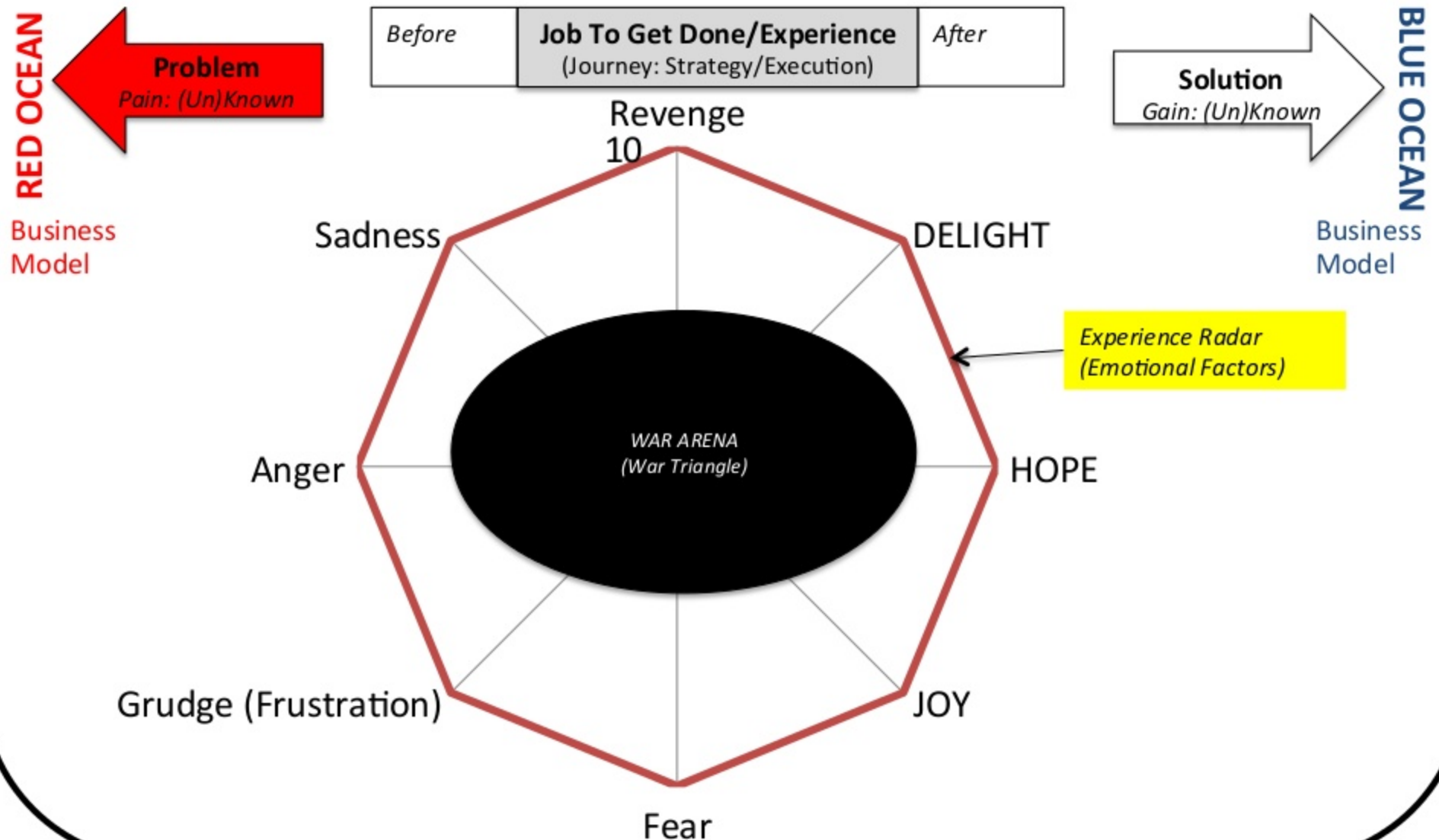**METHOD SPACE: 4 Problem-Solving Strategies**

DRAMATIC STORY CANVAS FOR HOLISTIC PROBLEM SOLVING (HPS)

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business Model

| Before | **Job To Get Done/Experience** (Journey: Strategy/Execution) | After |

Solution
Gain: (Un)Known

BLUE OCEAN

Business Model

Reductionist (Fragmented/Linear/ Analytical/Critical) Thinking, Design, and Problem Solving

D. Improving/ Disrupting

B. Prototyping

Measuring; Learning

C. Piloting/ Building

A. Pretotyping

Holistic (Pattern/Non-linear/ System/Creative) Thinking, Design, and Problem Solving

METHOD SPACE: 4 Problem-Solving Strategies

#4ROD. Dr. Rod King. rodkuhnhking@gmail.com & http://businessmodels.ning.com & http://twitter.com/RodKuhnKing

DRAMATIC STORY CANVAS FOR CUSTOMER EXPERIENCE MAPPING

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business Model

BLUE OCEAN

Solution
Gain: (Un)Known

Business Model

Before	Job To Get Done/Experience (Journey: Strategy/Execution)	After

Revenge
10

DELIGHT

Sadness

Experience Radar (Emotional Factors)

Anger

WAR ARENA (War Triangle)
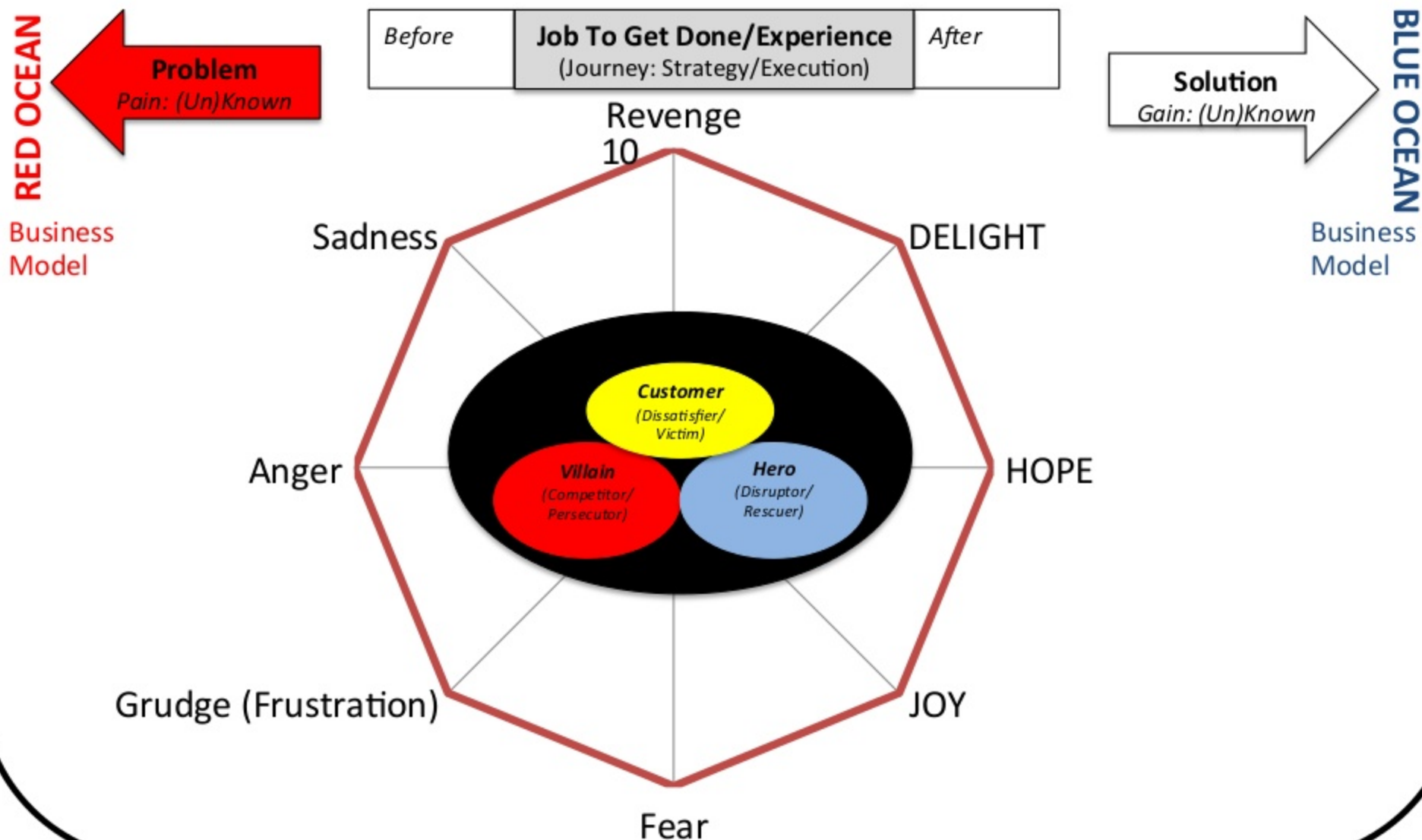
HOPE

Grudge (Frustration)

JOY

Fear

DRAMATIC STORY CANVAS FOR CUSTOMER EXPERIENCE MAPPING

Holistically Document, Present, and Manage Organizational Success (Failure) in Business and Life

RED OCEAN

Problem
Pain: (Un)Known

Business Model

Before	Job To Get Done/Experience (Journey: Strategy/Execution)	After

BLUE OCEAN

Solution
Gain: (Un)Known

Business Model

Revenge
10

Sadness

DELIGHT

Customer
(Dissatisfier/ Victim)

Anger

Villain
(Competitor/ Persecutor)

Hero
(Disruptor/ Rescuer)

HOPE

Grudge (Frustration)

JOY

Fear

#4ROD. Dr. Rod King. rodkuhnhking@gmail.com & http://businessmodels.ning.com & http://twitter.com/RodKuhnKing

R.O.D.'s Law of Organizational Success

"Organizations
Succeed or Gain Competitive Advantage
Because
They Rapidly Identify and Solve **BUMPs:**
Big Urgent Market Problems"

P.S.
R.O.D. is an acronym for "Red Ocean Disruption"