

## STRATEGIC LANDSCAPE MAP

The strategic landscape map (see graphic below) is a helpful method to identify and analyse the environment of a current business model of a company to kick off the innovation phase.

Before starting to develop new digital business model ideas it is important to have a clear idea where the current business model stands at the moment in relation to competitive trends, customer trends, technology and legal trends and to identify relevant movements in the economic environments as such. This also helps to identify the challenges but also the potentials of the current business model which might be valuable for the new digital one.

### Process:

- Draw the coordinate system on the whiteboard or metaplan wall with four fields (upper left: technology/legal trends, upper right: customer trends, lower left: competitor trends, lower right: ongoing economic environment)
- Discuss with your team the main points per category. Also, use the internet to find additional relevant information.
- Write one idea, relevant aspect per sticky note and add it to the respective section
- These findings will help the participants to complete the blue ocean strategy canvas.



Process Phase: Innovation – Analysis  
– Method Entry Point

Time scope: 30-45 min.

Materials needed: Metaplan wall,  
different coloured sticky notes, pens,  
mobile internet access



*The strategic landscape analysis template should remain visible during the entire digital business model development process so that the participants can use it as a basis also to identify the strengths and weaknesses of the current business model to be used for the further development.*



## Strategic Landscape Map

**Technology/legal  
trends**

**Customer trends**

**Competitor trends**

**Ongoing economic  
environment**



Further information  
can be found at:  
[www.blueoceanstrategy.com/tools/  
strategy-canvas/](http://www.blueoceanstrategy.com/tools/strategy-canvas/)



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