

3D - DISCOVER, DESIGN & DEFINE CANVAS

Client: _____

Project: _____

Author: _____

WEAKNESSES

MUST *Must-haves and non-negotiables*

STRENGTHS

SHOULD *Should-haves and important features*

COULD *Could-haves and optional features*

WON'T *Won't haves - things that are definitely not on the table. Also non-negotiables.*

RE-ACTIONS *How to face, mitigate, solve and/or react to your Weaknesses*

PRO-ACTIONS *How to improve, consolidate and/or better communicate your Strengths*



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