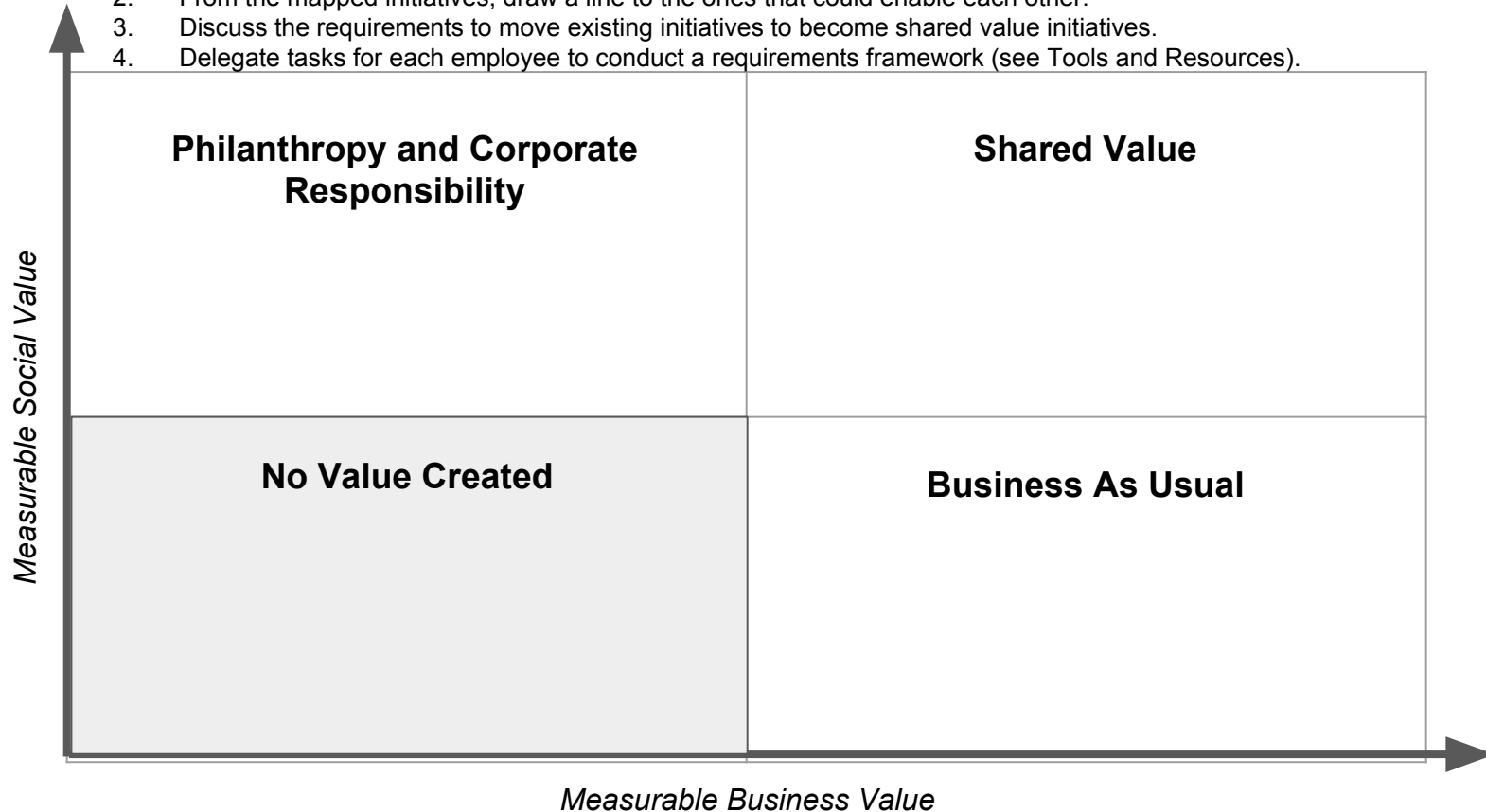


## Social Innovation Strategy Development

### Step 1: Initiative mapping on a value matrix

1. With a project team, write up on post it notes: a) existing initiatives in blue and b) opportunities in orange. Map them on the matrix.
2. From the mapped initiatives, draw a line to the ones that could enable each other.
3. Discuss the requirements to move existing initiatives to become shared value initiatives.
4. Delegate tasks for each employee to conduct a requirements framework (see Tools and Resources).



*Example on  
the next  
page!*

# Social Innovation Strategy Development

## Step 1: Initiative mapping on a value matrix

1. With a project team, write up on post it notes: a) existing initiatives in yellow and b) opportunities in green. Map them on the matrix.
2. From the mapped initiatives, draw a line to the ones that could enable each other.
3. Discuss the requirements to move existing initiatives to become shared value initiatives.
4. Delegate tasks for each employee to conduct a requirements framework (see Tools and Resources).

