

THE 7Ps INNOVATION DIAGNOSTIC CANVAS

Action Learning Set Workshop Handout — Hour 2 Opportunity Audit

Instructions: Work in your Action Learning Sets (4–5 students) to complete Parts 1, 2, and 3 for your assigned case enterprise.

PART 1: CURRENT VULNERABILITIES & STAGNATION AUDIT

Identify where your target enterprise is currently stagnant, experiencing operational friction, or vulnerable to AI/technological obsolescence.

7P Dimension	Current Operational Focus	Obsolescence Vulnerabilities & Friction Points
P1: Product	What physical goods or core services are delivered?	☐ Commodity risk ☐ Low margin ☐ Static features
P2: Process	How is work executed and managed day-to-day?	☐ Manual bottlenecks ☐ High error rate ☐ Slow cycle time
P3: Position	How is the brand perceived by market & customers?	☐ Aging demographic ☐ Weak digital identity ☐ Low trust
P4: Paradigm	What is the core business model & 'North Star'?	☐ Outdated assumptions ☐ Rigid hierarchy ☐ Sunk costs
P5: Provisioning	How are funding, talent, and data secured?	☐ Talent shortages ☐ Siloed data ☐ Slow procurement
P6: Platform	How do users access and interact with services?	☐ Isolated player ☐ Non-interoperable ☐ Third-party dependent
P7: Proactivity	How are new ideas searched and developed?	☐ Ad-hoc innovation ☐ Risk punishment ☐ Poor pipeline

PART 2: THE 7P OPPORTUNITY MAPPING GRID

Brainstorm at least ONE concrete innovation initiative for each domain. Classify as **Do-Better** (incremental), **Do-Different** (re-engineered), or **Do-New** (transformational).

7P Domain	Proposed Innovation Initiative (AI Era Opportunity)	Class (Better / Different / New)
P1: Product	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐
P2: Process	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐
P3: Position	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐
P4: Paradigm	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐
P5: Provisioning	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐
P6: Platform	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐
P7: Proactivity	Draft initiative: _____	Do-Better ☐ Do-Different ☐ Do-New ☐

PART 3: THE 'RIGHT FOR US' PORTFOLIO FILTER

Select your group's **Top 3 Aligned Initiatives** from Part 2. Score each on Strategic Alignment (1-5), Defensibility (1-5), and Feasibility (1-5).

Priority #	Selected 7P Initiative	7P Category	North Star Fit (1-5)	Defensibility (1-5)	Feasibility (1-5)
Initiative 1	_____	P____	____ / 5	____ / 5	____ / 5
Initiative 2	_____	P____	____ / 5	____ / 5	____ / 5
Initiative 3	_____	P____	____ / 5	____ / 5	____ / 5

PART 4: 2-MINUTE EXECUTIVE PITCH STRUCTURE

1. The Hook (30s):	State the core operational/market vulnerability identified in Part 1.
2. Top 3 Portfolio (45s):	Present your 3 selected initiatives from Part 3 and explain why they are 'Right for Us'.
3. Resource Request (30s):	What provisioning, AI tools, or talent ecosystems are required to execute?
4. Risk & Prudence (15s):	How will you protect core operational stability while innovating?