



## Making Learning Fun and Ecological

### **Lesson: Impact Business Canvas**

**Activity:** Fill box of Impact Business Canvas

#### **Lead In:**

Online or in classroom (depends on the available resources)

#### **Duration:**

60-70 min

#### **Aim:**

It's time to make our impact more visible! This exercise is interactive. All team members should work together as one and try to be only impact focused. The main aim is to find out what is the concrete impact of our idea implementation

(internal and external perspective, product-customers perspective, and costs-revenue perspective). We should think from the perspective of people and the planet.

#### **Type of activity:**

Activity based on coaching and sprint techniques and only team work!

#### **Group number:**

2-5 participants in each of the team (total number is adjustable because they will be splitted in separate rooms).

#### **Recommended age: 18-29**

### **Instructions:**

**The first important rule to emphasize is that this exercise should be covered first - before the lesson "Be your own devil's advocate" is fully completed.**

The second important rule is that the time for fulfillment of all of the 9 pillars will be limited to 5 minutes (a timer is necessary) and all team members should be focused and contribute as much and faster as possible. The brainstorming is encouraged to be so unlimited, but in the last 30 seconds the team should agree (via voting) which of the contributions in the pillar respectively are top 3 important / the urgent ones.

The third important rule is to have a trainer / lecturer who is previously trained / coached and has done their own research as well on how to optimize the results from this workshop in the specific context (depends on the structure of participants). The lecturer should explore more the references given below. Also, the lecturer should regularly remind participants that all data fulfilled should contain at least 1 out of top 3 contributions which are green oriented! The lecturer should be strict in practicing the rules for time limitation because this is the way how all team members should be focused and under pressure and to write down everything which comes to their mind at the same first moment.

The fourth important rule is while fulfilling the pillars to follow the order from 1 to 9 as it is described on the last slide in the PowerPoint Presentation.

The fifth important rule is after finishing this interactive lesson to give 3-5 days rest for a team (without reading it again), and then to schedule a joint meeting and the team should work on the next matrix - Be your own devil's advocate.

**Key words:**

impact, business, canvas, idea, coaching, gap.

**Materials, equipment:**

PowerPoint presentation, projector or profile at any online conferencing platform, and notebook if someone prefers writing that way

**References:**

<https://www.impactbusinessmodelcanvas.com/>

**Other useful sources:**

<http://tacklingheropreneurship.com/the-impact-gaps-canvas/>

**Annexes:**

Powerpoint Presentation

