

The Model Steward Canvas

<p>The Business Describe the business What products/services will it offer?</p> <p>Business Goals What are the business goals?</p>	<p>Purpose What is the Purpose of the business?</p> <p>Values What are the values upon which the business is founded?</p>	<p>Scriptural Imperative What passage of Scripture drives the business and its leaders?</p>	<p>Customer Segments Who are the key customer segments that the business will service?</p>	<p>Customer Value Proposition What benefits will the business offer to each customer segment?</p>
<p>Key Activities and Resources What are Key Activities required to achieve the firm's Purpose and business goals?</p>	<p>Key Partners Who are the key partners? Who are the key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p>	<p>Stakeholders List the people, organisations, social groups, or society at large, that has a stake in the business e.g., directors, shareholders, employees, suppliers etc.</p>	<p>Leadership and Staff Management Approach How does being a Christian affect the firm's approach to leadership and the way it manages and treats its staff?</p>	<p>Channels How do we communicate with and deliver our value propositions to our Customer Segments?</p>
<p>Pricing/costs Approach What is the pricing philosophy? How are prices determined? What are the major costs of the business?</p> <p>© Ken Long</p>		<p>Profit and Dividend Strategies How will profits be achieved and distributed? How will dividends be distributed? How will the business be a Kingdom business?</p>		