Catalyst Canvas

Structured Thinking Infrastructure for Ethical Strategy

What It Is

Catalyst Canvas is a structured design-thinking system built to translate ideas into testable, accountable strategy. It helps individuals and teams clarify problems, define stakeholders, surface assumptions, and design measurable experiments without losing narrative coherence. Canvas is not a brainstorming tool. It is a thinking discipline.

Why It Exists

Modern strategy often fails for predictable reasons: problems are framed too vaguely, stakeholders are poorly defined, assumptions go untested, experiments lack measurable criteria, and narratives drift from evidence. Catalyst Canvas introduces structure at the earliest stage — where decisions compound.

Core Components

- **Problem Framing (POV & HMW)** — Define a clear Point of View and translate ambiguity into structured questions.

- **Stakeholder Mapping** — Clarify incentives, constraints, and distributional impact.

- **Journey & System Mapping** — Visualize flows, dependencies, and friction points.

- **Assumption Surfacing** — Distinguish belief from evidence and document risk assumptions.

- **Experiment Design** — Define measurable success criteria aligned with ethical constraints.

What Makes It Different

Auditability over intuition. Narrative plus measurement. Open and extensible. Human-first design. Every output can be traced back to a defined problem statement, ensuring clarity and accountability.

Use Cases

Sustainability planning, policy design, product and service strategy, institutional reform initiatives, ESG and impact frameworks, and cross-sector collaboration.

Platform Position

Catalyst Canvas functions as the front-end thinking layer of the broader Catalyst ecosystem. It connects to Narrative Risk (claims and evidence tracking), Catalyst Data (relational traceability), Analytics R (modeling and evaluation), and Global Impact Catalyst (indicator frameworks). Canvas defines the question. The broader system tests and measures it.