Bootstrapping Brilliance Map

**Organization or Initiative**

**Customer Segments**

**Core Capabilities**

**Designed by:**

**Version:**

**Date:**

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**Bootstrap Your ABCs**

“Here lie your greatest points of leverage”

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<thead>
<tr>
<th>%</th>
<th>Activities</th>
<th>Capability</th>
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<tbody>
<tr>
<td>A</td>
<td>&quot;Improving Our Customer World&quot;</td>
<td></td>
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<tr>
<td></td>
<td>[ Bootstrap results in AB&amp;C; Form NICs at each tier ]</td>
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<tr>
<td>B</td>
<td>&quot;Improving the way we do business&quot;</td>
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<td>C</td>
<td>&quot;Improving the way we improve&quot;</td>
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**Network Key Players**

“Who should be in on solution?”

[ Form your Team ]

**Leverage Collective Smarts**

“Advancing our shared vision, mission, best thinking”

Dialog  Research Intel  Work Prod.

[ Equip your Team; What raises or lowers Collective IQ? It’s quality of interaction between people—knowledge—tools It’s quality of DKR + CoDIAK = DKE ]

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**Accelerate Co-Evolution**

“How will your accelerate progress on the frontier?”

Iterate MVPs  Using Pilots  Frontier Penetration

[ Translate vision into Viable Prototypes; Start small and iterate using Pilots and Expeditions; Identify Deployment Targets ]

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**Target Whole Capability**

Human  Core Capabilities from above  Tool

[ Translate your Objectives, Customer Need, Value Proposition, Learning Outcomes; into Capabilities to Improve; Analyze your Capability Infrastructure the system that augments you ]

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Borrowed design elements from Strategyzer.com for consistency – December 2015

**The Doug Engelbart Institute**

EngelbartInstitute.org