

# VMOST Canvas Cheat Sheet: Create a Mission Board

1 - Introduction to VMOST

2.5 hrs

2 - Complete the wish list

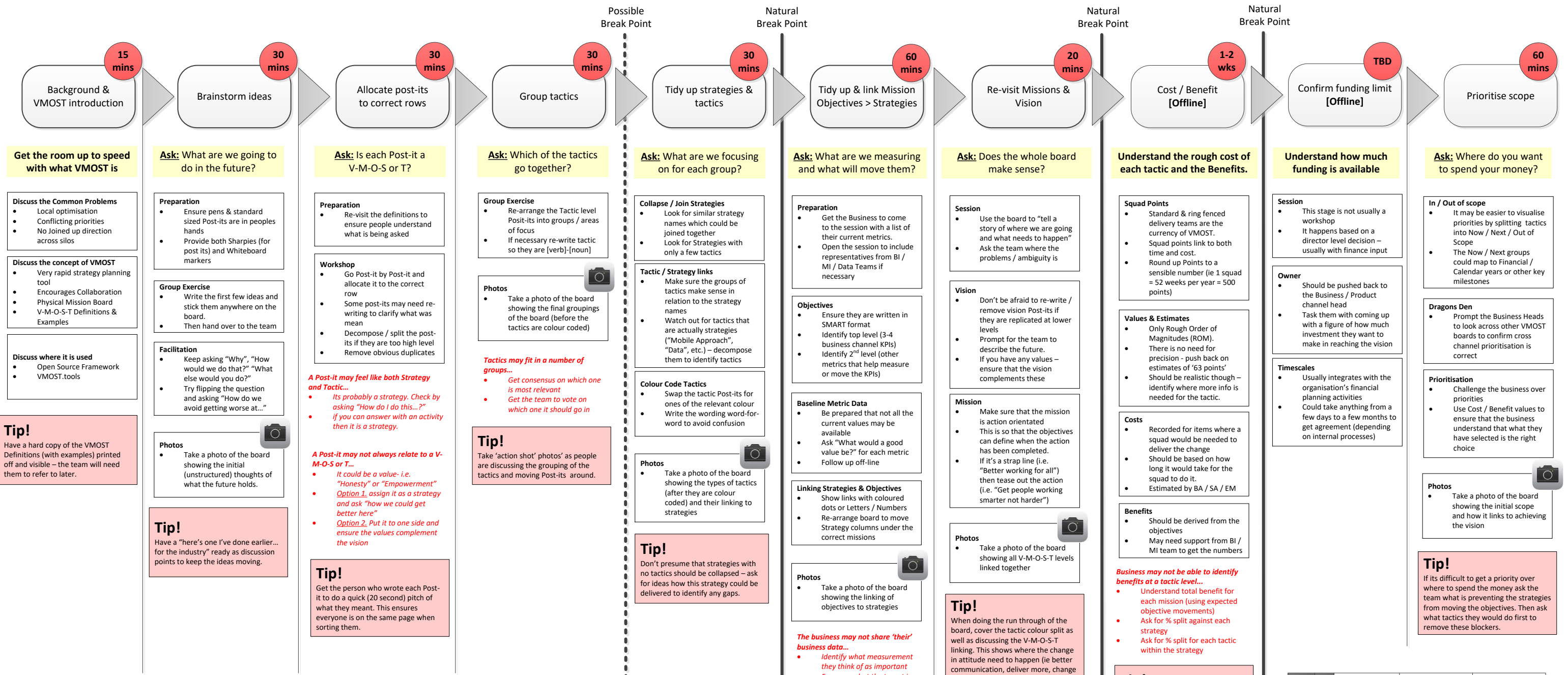
90 mins

3 - Get the numbers

1-2 wks

4 - Agree the scope

60 mins



Definitions	Additional Notes
<b>Vision</b> This is the dream of what the future will look like	<ul style="list-style-type: none"> <li>"A place where..."</li> <li>Vision = Visual... what does it look like (not what will we do)</li> <li>Future cast = use "...ing" words</li> <li>Imagine that things in this section would be on a newspaper in 3 years time</li> </ul>
<b>Missions</b> The big changes to the status quo that will get us there	<ul style="list-style-type: none"> <li>Usually 2-4 Missions per Vision</li> <li>You should be able to imagine allocating a Director / SMT to be accountable for items at this level</li> </ul>
<b>Objectives</b> The key metrics that tell us the mission is finished	<ul style="list-style-type: none"> <li>Usually anything with numbers / dates / metrics</li> <li>Should be written in S.M.A.R.T. format</li> <li>[movement] [metric] from [current] to [future] by [date]                      "Increase EBITDA from £63m to £70m by 2018"</li> </ul>
<b>Strategies</b> The areas of focus to move the metrics	<ul style="list-style-type: none"> <li>Usually 3-5 Strategies per Mission</li> <li>"Focus on..."</li> <li>You should be able to imagine allocating a Tribal Guild / Tsar to drive items at this level</li> </ul>
<b>Tactics</b> Changes. Things we are going to do.	<ul style="list-style-type: none"> <li>Written: [Verb] [Noun]</li> <li>Answers the question "What you will do if you are focusing on..."</li> <li>Things you can easily cost / size / estimate</li> </ul>

**Tip!** Use this break point to assess the tactic groups & colour code the post-its. This saves time during the next stage.

**Tactic Colour Codes**

Use the following colour coded post-its to identify the type of tactics

- Green: People / Process / Organisation Change
- Yellow: New Product or Feature
- Pink: IT Change / Keep the lights on activity
- Orange: Marketing or Communication Change

**Tip!** Use the cost of a squad for a year to create a "Points Menu" for both costs and benefits. This shows what various points would buy or return and it helps the team with ROM estimation.

Cost		Benefits	
Pts	Time	Pts	Benefits
10	1 week	25	£50k
20	2 week	50	£100k
40	4 week	125	£250k
80	2 mon	250	£500k
120	3 mon	500	£1m
...		...	

Use "above / below the line" to split the Tactics into a prioritised groups