

Erik Fritzsche's Work Sheet

Communication Model Canvas

The **Business Model Canvas** is a strategic tool for visualizing and developing business models. It consists of nine building blocks that clearly outline key aspects of a business model, such as target audiences, value propositions, revenue streams, and key activities. The goal is to make complex business models understandable and analyzable at a glance.

I used this concept as inspiration for my **Communication Model Canvas**. Similar to the Business Model Canvas, it is designed to systematically and visually map communication strategies by clearly displaying all relevant elements. This creates a comprehensive overview of communication goals, target audiences, messages, channels, and resources.

The **Communication Model Canvas** provides conceptual clarity through its key building blocks, enabling communication to be strategically aligned from the outset. This approach helps avoid costly adjustments later in the process. Specifically, it involves analyzing roles, responsibilities, existing structures, and future requirements.

The right questions will create the path!

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Communication Model Canvas

Facts - What is it about?

Measures - What are the key activities directed at the target group?

Core and main messages / communication guiding idea / positioning - What should the target group believe?

Relationship with the target group - What is the reputation?

Stakeholders / Target groups & their attitude towards the issue / topics - Who is addressed?

Key partners / suppliers - Who can help?

Channels / media - How can the target group be reached?

Cost structure (time, personnel, money) - What resources (maximum) should be utilized?

Intended effects: goals & communication objectives - What should be achieved?

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