



# **Business Attraction Management Canvas**

**A strategy tool guide**

Future Place  
Leadership™

# Business Attraction Management Canvas

## A strategy tool guide

We at Future Place Leadership are very glad to send you your Business Attraction Management workshop follow-up package.

The Business Attraction Management Canvas (BAM Canvas) is a

1. Visualisation framework tool
2. Strategic management and
3. Agile methodology template

for developing new or assessing and improving existing business attraction strategies and goals.

We encourage you to use this to test or anchor the tools you have now learned with your colleagues at the BAM training.

Best regards

Mats Segerström  
Pärtel-Peeter Pere

ppp@futureplaceleadership.com  
ms@futureplaceleadership.com

# Business Attraction Management Canvas

The Business Attraction Management Canvas (“BAM Canvas”) is proposed in the Business Attraction Management context as a visualisation framework tool, a strategic management and agile methodology template for developing new, or assessing and improving existing business attraction strategies and goals.

The BAM Canvas Workshop is based on Alexander Osterwalder’s proven Business Model Canvas concept and innovation methodology. The BAM Canvas workshop can help cities and regions to enhance their attractiveness to business investments. It enables effective co-operation between many different stakeholders in Business Attraction development processes.

## **BAM Canvas**

The BAM Canvas can help business attraction teams to develop and continuously improve a Business Attraction Management strategy, based on an overall visual summary of the most important parameters. It is presented as a visual chart with 10 different areas describing the core parts of strategies for Business Attraction Management. The 10 areas all relate, in different ways, to the strategies, tools and activities proposed in the BAM Handbook<sup>1</sup>.

The BAM Canvas is proposed as a strategy tool for **orchestration** of Business Attraction Management since it is:

- Based on a proven agile co-creation methodology, widely used
- A step-by-step, workshop-based methodology fostering agile co-creation
- A graphical end result which provides a platform for strategic alignment
- A baseline for operational execution planning

The BAM Canvas can serve as the framework for creative discussions and decisions related to questions in a number of situations described below. The BAM Canvas can be used both in the planning and follow-up of Business Attraction Management strategies and activities.

## **Do-It-Yourself: Use the BAM Canvas work methodology**

When working with the BAM Canvas gather all relevant key actors as well as strategic partners in workshop(s) to jointly develop the various aspects of the Canvas. The BAM Canvas can be printed or projected on a large surface so groups of people can jointly sketch on and discuss canvas elements with post-it notes or board markers.

The completed BAM Canvas serves as an overall summary of strategies and goals in situations like project management “war rooms”, on walls etc. and documents and presentations describing the overall goals and strategies.

## **It can be used in with at least two different investment situations:**

*In large complex inward investment processes with many involved actors:*

The BAM Canvas can be developed together with different actors and key resources, partners etc. within different specific canvas areas and the abstracted summary Canvas can serve as the strategic glue between the different areas and actors.

*In small Inward investment processes with few involved actors:*

The BAM Canvas can be developed during one workshop with the key resources and then serve as the strategy blueprint for execution.

---

<sup>1</sup> <https://futureplaceleadership.com/toolboxes/business-attraction-management-for-cities-regions/>

# Future Place Leadership™

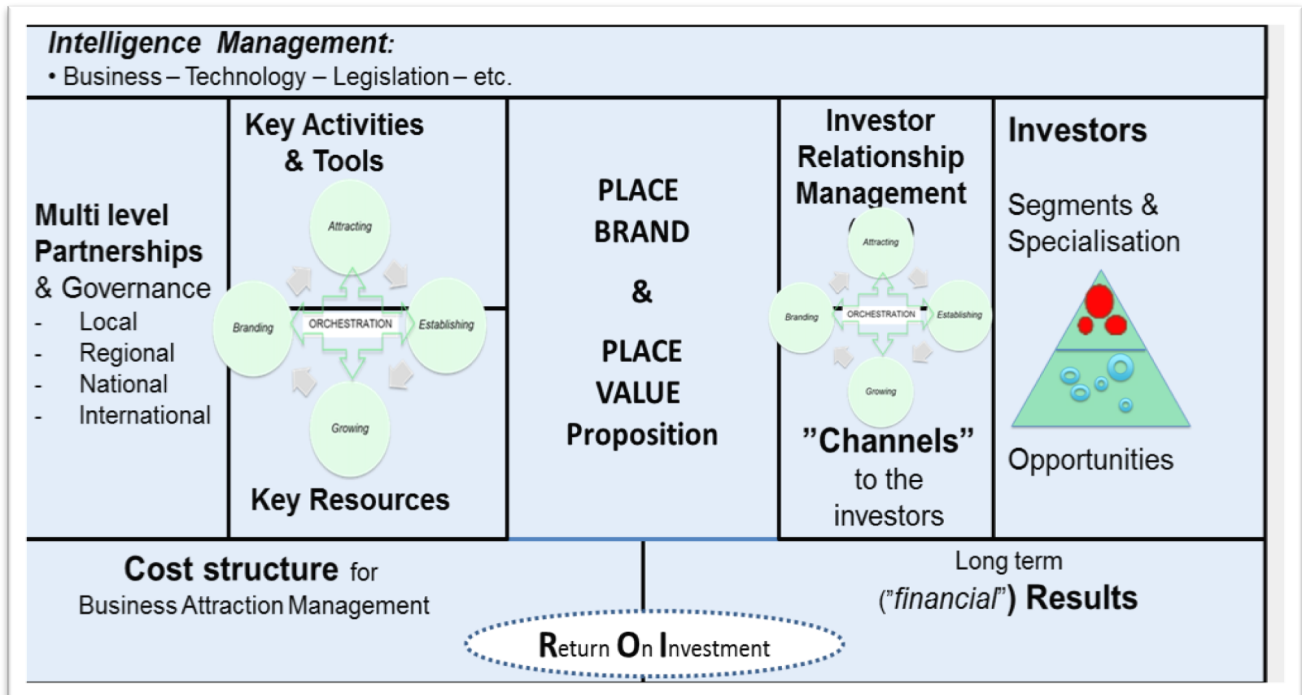


Figure: Business Attraction Management Canvas (BAM Canvas)

## Suggested format for Business Attraction Canvas Workshop

- Time:** Any time as stand-alone workshop or in conjunction with other planned meetings where the participants benefit from business attraction topics
- Place:** Your own premises but preferably off-site
- Participants:** 5-10 persons currently working with business attraction, directly or indirectly. If the group is larger than 10 people, adapt to enable smaller groups working in parallel.
- Duration:** the workshop format requires a full day (typically a morning and an afternoon session)
- Preparation:** depending on the purpose, minimum preparation, current personnel, existing documentation and knowledge. Thorough preparation can be required when investigating very specific areas and/or potential future business.
- Benefits:** Investor analysis, identifying Place strengths and opportunities, generating specific Place Value Proposition for investor segments.

### With the preparations above, go through the following steps:

- Define the objective and scope. An RFI from an investor is excellent input – the exercise will generate the arguments you need to reply.
- Appoint a facilitator to lead the step-by-step process
- In a working group(s) start by analyzing the investor or investor segment. Use the Pain reliever and Gain creator tool to understand the investor better (this is the “empathize” step). Using Post-its can be very convenient. Summarize the main needs and requirements of the investor.
- In a working group(s) identify the assets, resources and key relationships that are relevant to this particular investor or investor segment. Sort and bundle the assets in a coherent way.
- Final step: in a working group(s) define and formulate the most relevant and unique Value Propositions of the Place, expressed in terms that highlight the benefit(s) to the investor or investor segment.

## For more information

A BAM Canvas workshop requires a full day or at least half a day. Many questions may arise. Please do not hesitate to contact us.

Mats Segerström  
Senior adviser  
+46 702 67 14 09  
ms@futureplaceleadership.com

Pärtel-Peeter Pere  
CEO and partner  
+46 70-794 90 21  
ppp@futureplaceleadership.com

## About Future Place Leadership

We are a Nordic management consultancy specialising in the development, innovation and marketing of places. We empower places – cities, regions and countries – by providing proven and inspiring strategic advice to improve their ability to innovate in order to attract talent, investments and become a contemporary place.

We help clients become a better place for people and business.

Places – cities, regions, countries and innovation arenas – are challenged by attractiveness and urban regeneration, rural economic development, innovation, sustainability and climate change, integration and internationalisation. We help clients deal with these challenges. In short, Future Place Leadership will help you become more attractive, sustainable and connected.

For more information on cases and clients, please see <https://futureplaceleadership.com/>

Company details:  
Future Place Leadership AB  
Valhallavägen 79  
114 28 Stockholm, Sweden  
Registration number: 556981-5235  
VAT number: SE556981523501