### Part A: Operational Stages

#### Engagement Stage:
The time it takes to plan who your prospective customers are and how to persuade them to buy from you.

Activities take place either in front of the customer – ‘Onstage’ – or out of sight of the customer – ‘Backstage’.

Write stickies for your business activities and place them in the relevant box. Consider doing this in a small group or as a pair.

Areas shaded in grey represent activities that are costs that cannot be charged to a customer.

#### Development Stage:
The time it takes to design and create your offer.

#### Delivery Stage:
The time it takes to get your product or service to your customer.

### Part B: Blueprint Modelling

Map out all the steps you will need to take to deliver your product or service, in a linear flow diagram. Map the entire process in very small steps. Use a sticky for each step.

- **Backstage**
  - e.g. things like customer and market research
  - e.g. things like developing briefs and ideas
  - e.g. things like design reviews and making decisions

- **Onstage**
  - e.g. things like networking or exhibiting at trade-shows
  - e.g. things like showing customers early prototypes
  - e.g. things like presenting to a customer or client