

# Stage 3: Strategic Alignment Guide



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# Stage 3: Strategic Alignment Guide

## Overview

In Stage 3 of the EBN Process, key Decision Makers are involved in assessing Need Statements against the organisation's strategic alignment criteria.

### What are Strategic Alignment Criteria?

Strategic Alignment Criteria are essential considerations used to evaluate the alignment of Need Statements (in stage 3) with an organisation's objectives and goals. These criteria are tailored to the specific project and organisation, and may include factors such as the size of the opportunity (market scale and value), alignment with resources and expertise (ability to succeed), and market desirability.

The Strategic Alignment Criteria are divided into three categories: Desirability, Feasibility, and Viability.

- **Desirability:** This assesses the value the Need Statement would provide to customers and other key stakeholders.
- **Feasibility:** This examines the difficulty for the organisation to address the Need Statement, considering both technical feasibility and practical implementation.
- **Viability:** This focuses on the financial sustainability of the solution, evaluating whether the product can be realistically developed and maintained long-term from a technical standpoint.

The Desirability, Feasibility, and Viability (DFV) framework, originally developed by IDEO, is used to evaluate potential innovation concepts based on these three critical dimensions.

Strategic Alignment Criteria are established at a project level, ensuring that all Need Statements advancing to Stage 3 are assessed against a consistent set of organisational criteria. This consistency enables effective comparison and prioritisation of Need Statements.

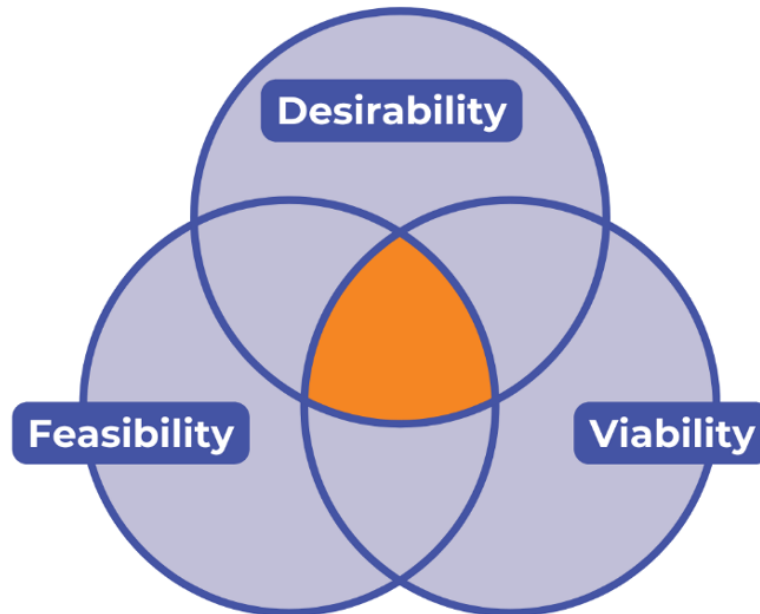
By considering desirability, feasibility, and viability—tailored to the organisation's objectives—decision makers can effectively assess the Need Statements that have progressed to Stage 3 of the EBN Process.

For further information on how to select your Strategic Alignment Criteria see [Stage 3 User Guides](#).

Strategic Alignment Criteria are assessed using the DFV Framework

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# Strategic Alignment



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