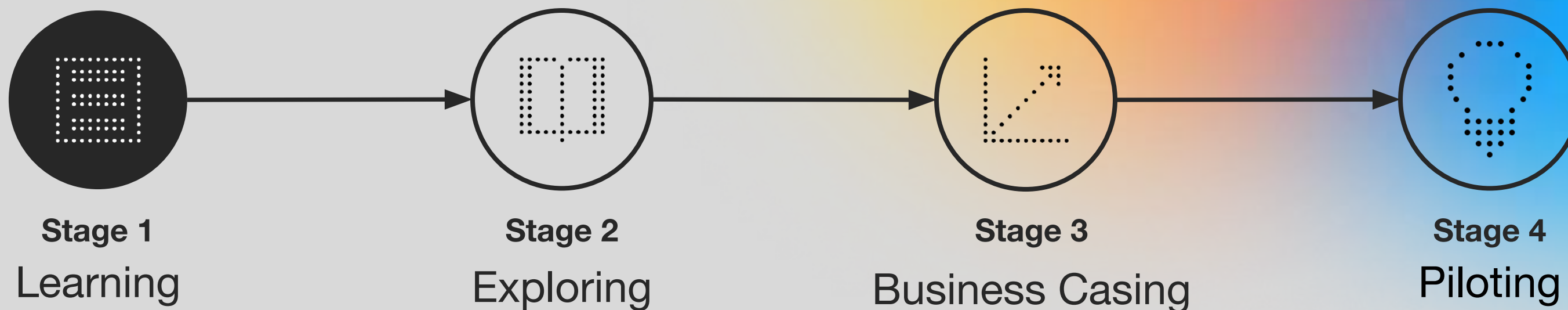


Enterprise Enablement Playbook: Learning



Bridging the gap between innovation and **execution**

As the blockchain industry matures, the focus is shifting from technological innovation alone to enabling **practical, real-world adoption**.

Too often, enterprises get stuck in the **cold start problem**. The vision exists, but the internal talent, funding models, and integration pathways required to move from a whiteboard idea to a deployed solution are missing.

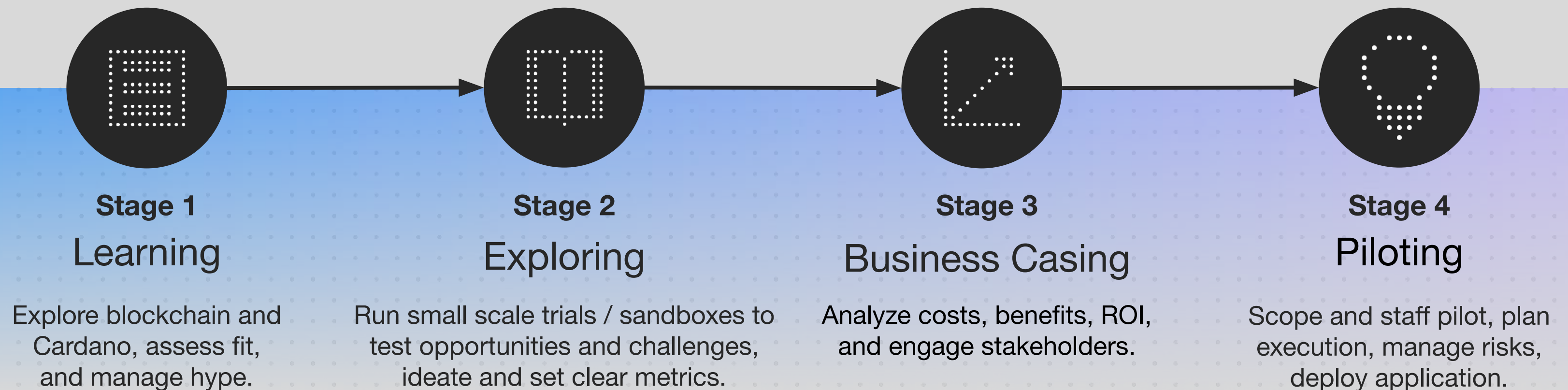
Cardano Foundation's **Enterprise Enablement Program (EEP)** addresses this challenge by providing a structured, expert-led pathway from blockchain education to live solution pilots.

This playbook will guide you through the Learning stage, align your team, and enable leaders to make strategic decisions.



Overview

4 Stages that Create a **Predicable Adoption Flow**



Contents

Introduction **5**

Key Outcomes **6**

How To Use This Playbook **8**

Stage Modules **9**

 Segment 1: Prepare 10

 Segment 2: Understand 16

 Segment 3: Align 24

Conclusion **28**

Sources and Acknowledgements **29**

Welcome to the **Enterprise Enablement Program Playbook: Learning.**

This hands-on guide will support your journey from a basic awareness of blockchain technology to a targeted understanding of its specific value for your organization.

The goal is to **enable your senior leadership team to shape strategic discussions and make informed decisions** regarding potential pilots.

Are you ready to understand blockchain beneath the surface? This playbook will highlight methods to do so.



It is what we know already that often prevents us from learning.

Claude Bernard



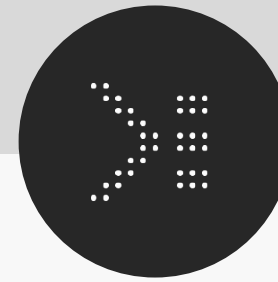
Key Outcomes

After completing this stage, you and your team will have:



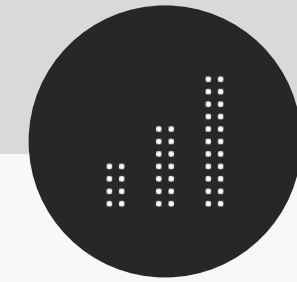
Identified the right people to include in your blockchain initiative both inside and outside your organization.

You will also know all relevant stakeholders and how you will interact with them.



Explored blockchain in general and Cardano in particular through a variety of lenses.

These include technological concepts, case studies, industry spotlights, and opportunities to ask questions.



Evaluated the technology's alignment with and potential impact on your organization's goals.

This will be achieved by uncovering pain points, defining the problem space, and brainstorming initial ideas you can then take into the Exploring stage.



Who This Playbook Is For

While onboarding to the EEP, you should elect a facilitator to lead the various sessions, exercises, and discussions.

The facilitator...

- Can be internal or external to your organization (*contact us, and we will help you find the right fit*)
- Should have a basic, high-level understanding of blockchain technology
- Ideally has some experience leading workshops and group activities

If you are the facilitator, make this playbook your go-to resource for next steps. If you are part of the assembled EEP team, the playbook can provide context, valuable links, and help you understand what's next.

How To Use This Playbook

This playbook is free to use, but it is more than a freebie.

It is the repository from which the Cardano Foundation team assembles its **learning sessions and bespoke enterprise trainings**.

As a facilitator, you can use the playbook to assemble a custom curriculum, run one-off exercises, and provide your team with resources to help them get up to speed on their own time.

If you have observations, questions, or ideas, please send them to:

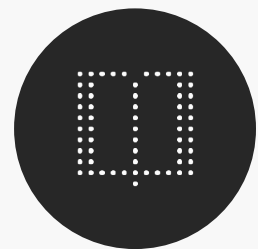
venturehub@cardanofoundation.org

Thank you!



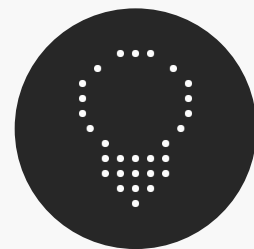
Stage Modules

Every organization must chart its own path to success. Some need more water, others more nutrients. Below is our curated list of modules and exercises, from which you can tailor your Learning stage:



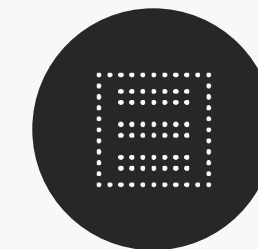
Prepare

- The Power-Interest Matrix
- The Stakeholder Map
- Define Success
- 30 Circles
- Structured Prep Material
- Blockchain Fundamentals (Course)



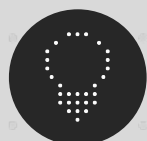
Understand

- The Masterclass
- Asking Why 5x
- How Might We...
- An AMA (Ask Me Anything)
- Cardano Blockchain Certified Associate (Course)
- AI & Blockchain for Business Leaders (Course)



Align

- The 5W+H Questions
- The Problem Statement
- The 6-3-5 Brainstorm
- The Discovery Workshop



Note: Many modules are suitable across stages. Refer to [the Module Matrix](#) for more details. **Masterclass** and the **Discovery Workshop** are the cornerstone tools of this stage. Every participating EEP organization should go through at least one of them.



Segment 1: Prepare Overview

This segment **involves identifying a core team of senior leaders with budgetary authority and executive sponsorship**. The strategic alignment between the program and high-level business objectives will be documented, and further stakeholders will be considered.

Beyond level-setting from a context perspective with suggested reads and videos, you will collectively adopt a “beginner’s mind” so you can learn from complexity and failure and move forward quickly.

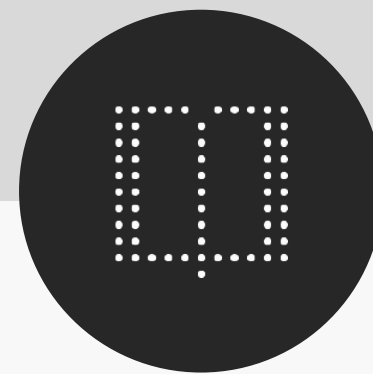
Upon completion of this segment, you will have **the right people at hand, all pulling on the same rope**.



Segment 1: Prepare - Modules



The **Power-Interest Matrix** serves the evaluation of the relative influence and concern of different actors in the project. It will help identify the key people to drive the initiative.



The **Stakeholder Map** broadens the circle of invested parties by capturing everyone who has an interest in the challenge at hand, be they an employee, customer, or member of the public. It shines a light on power structures, potential alliances, and where conflicts might arise.

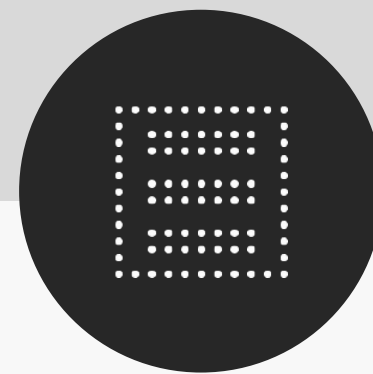


Defining Success will align the team on a unified vision with concrete project goals and milestones. It translates the requirements of both management and stakeholders into achievable targets, confirming all sides have been heard and understood correctly.

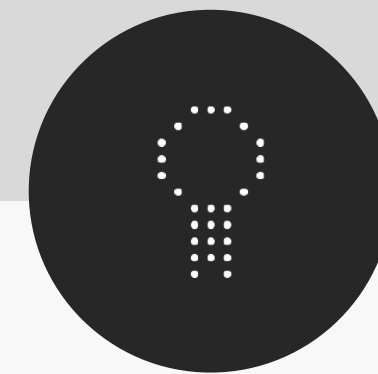
Segment 1: Prepare - Modules



30 Circles is a warm-up exercise to reset everyone's thinking, build creative confidence, and overcome "blank canvas blockade." It also encourages grit and moving forward with a positive spirit even when not everything goes to plan.



The **Structured Prep Material** provides an easy (re-)entry into the world of blockchain from a content and context perspective. Discover the technology at a high level and get up to speed with current ecosystem developments.

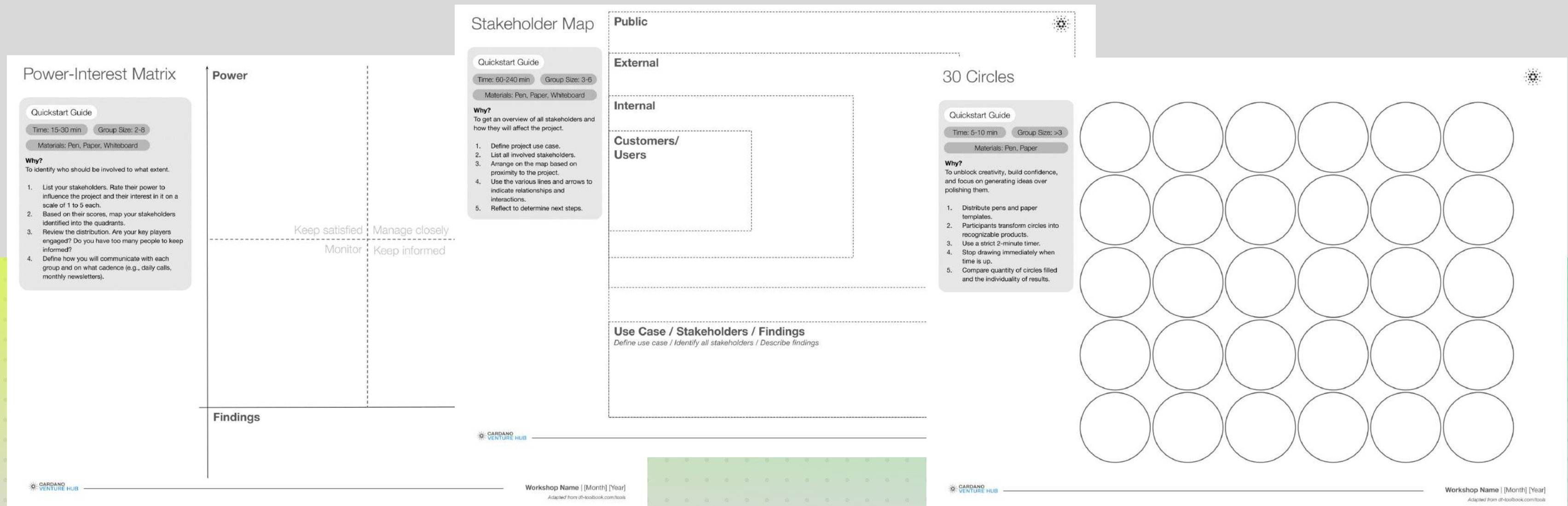


The ***Blockchain Fundamentals*** course on the Cardano Academy will catch you up on the basics of blockchain, Cardano, and a broad array of blockchain use cases in less than 2 hours.

Segment 1: Prepare

Toolkit

Access the templates, explainers, and videos that will help you facilitate the EEP modules.



Download the Toolkit ·



Structured Prep Material

Whether you're new to blockchain or need a refresher, the following resources make for great starting points.

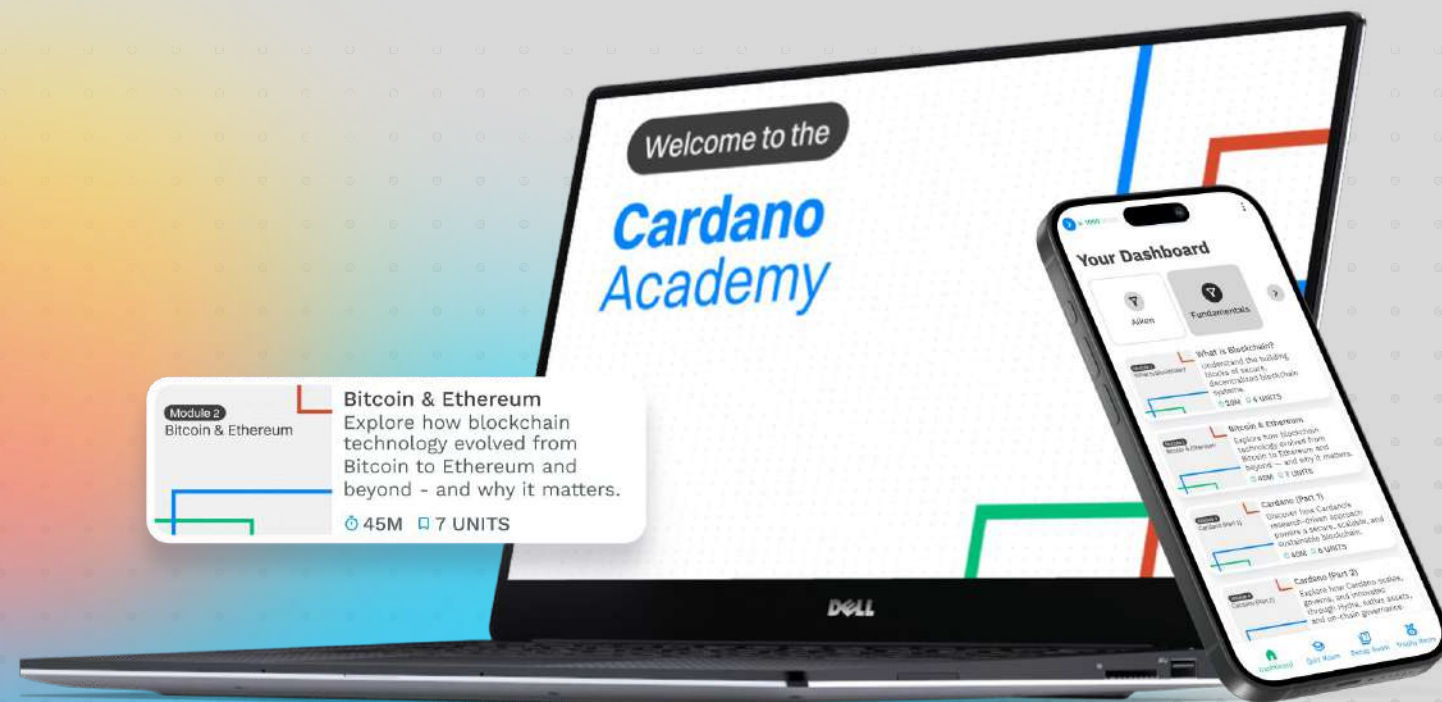
- **An Introduction to the Cardano Blockchain**
Cardano Foundation
- **Ethereum Explained: Blockchain, Smart Contracts, and Its Future**
Investopedia
- **The Original Bitcoin Whitepaper**
Satoshi Nakamoto
- **Crypto Theses for 2026**
Messari

- **What to Expect for Digital Assets in 2026**
WEF
- **What Is the Blockchain Trilemma?**
Coinbase
- **What Is Tokenization?**
McKinsey
- **The Cardano Ecosystem Guide 2025**
Cardano Foundation

Segment 1: Prepare

Blockchain Fundamentals

The *Blockchain Fundamentals* course on the Cardano Academy will provide you with a foundational understanding of blockchain technology and its use cases in less than 2 hours.



The course...

- Follows a free, self-paced e-learning format
- Is built for business, aligned with Cardano
- Requires no prior blockchain experience
- Explores real-world use cases across various sectors
- Provides you with a Cardano Foundation Learn Badge upon completion

Register Now · 



Segment 2: Understand Overview

The anchor of this segment is **a 2-hour Masterclass**, delivered by the Cardano Foundation. This interactive, bespoke presentation will **equip your leadership team with essential blockchain knowledge to make informed decisions.**

In a series of exercises, you will then define the problem space, analyze use cases, ask questions, and understand the implications of blockchain in a business context.

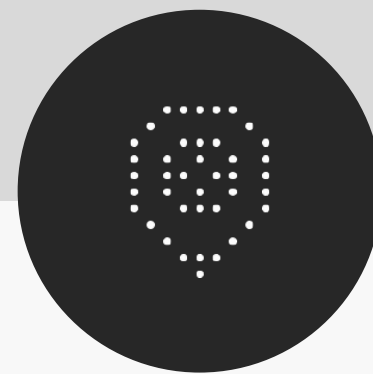
By the end of this segment, your team will have **a deep understanding of both the technology and the kinds of problems it can help solve.**



Segment 2: Understand - Modules



The **Masterclass** covers the basics and benefits of blockchain with a particular focus on your industry. It is an engaging, in-depth session in which you will discover use cases, early ideas, and high-level frameworks for adoption.

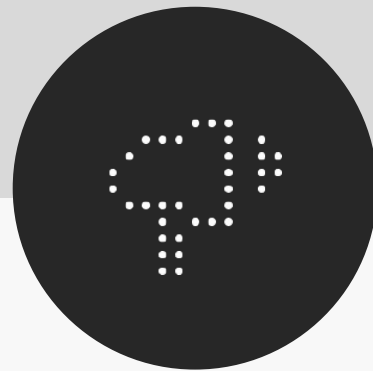


Asking Why 5x will allow your team to dig beneath surface-level symptoms to identify the true root cause of the problem.

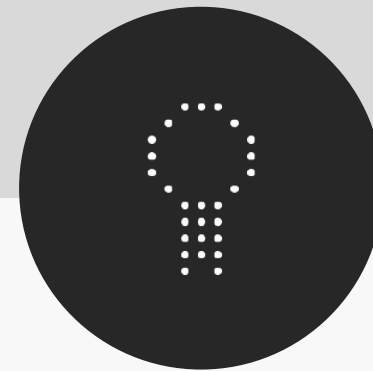


How Might We... poses a series of questions in order to fine-tune the breadth and depth at which one should approach a given challenge. It's a great way to highlight the possibilities and opportunities of blockchain.

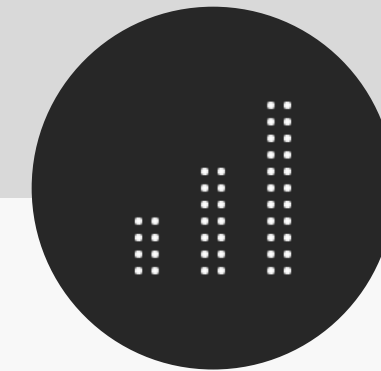
Segment 2: Understand - Modules



An **AMA (Ask Me Anything)** with subject-matter experts offers participants a safe space to resolve uncertainties and address skepticism through direct conversations.



The **Cardano Blockchain Certified Associate (CBCA)** course on the Cardano Academy will add depth to your team's understanding with advanced blockchain concepts.



AI & Blockchain for Business Leaders, a course on Coursera launched by the Cardano Academy in collaboration with the Blockchain Research Institute, will provide breadth by showing the interaction effects and potential for real-world improvements of the combination of these two cutting-edge technologies.

The Masterclass

A high-value presentation on selected topics designed to align leadership and introduce core blockchain concepts.

This 2-hour session provides the **foundational knowledge** needed to assess suitability and potential organizational value.

- Explore blockchain and Cardano through various channels
- Evaluate the technology's alignment with goals
- Address hype and skepticism within the organization

Schedule a Call · 



Toolkit

Access the templates, explainers, and videos that will help you facilitate the EEP modules.

Ask Why 5x

Quickstart Guide

Time: 30-40 min

Group Size: 2+

Materials: Notepad, Pen

Why?

To understand a problem in depth instead of just scratching the surface.

1. Describe the problem in detail. Use photos or sketches to illustrate.

2. Start root cause analysis by asking "Why?" (to interviewee or in group).

3. Counter each answer with another "Why?" Repeat at least 4 times.

4. Stop asking "Why?" when it no longer makes sense. Document findings and use them to sketch simple prototypes or have a follow-up, in-depth discussion.

Why is the problem a problem?

Problem description

e. g. problem description

Why?

Direct impact

e. g. direct impact

Why?

Cause-effect

e. g. cause - effect

Why?

Organizational hurdles

e. g. organizational hurdles

Why?

System hurdles

e. g. system hurdles

CARDANO VENTURE HUB

Workshop Name | [Month] [Year]

Adapted from dt-toolbook.com/tools

How Might We...

Quickstart Guide

Time: 5-15 min

Group Size: 3-5

Materials: Whiteboard, Pens, Post-its

Why?

To formulate a question that helps brainstorm focused ideas later.

1. Reflect on findings from previous observe/understand exercises.

2. Identify the core user needs.

3. Frame them as "How might we [verb] [noun] for [persona]?" questions. (Examples in notes)

4. Choose a question that inspires many ideas without being vague.

5. Ask "Why?" or "How?" to broaden or narrow the focus as needed.

HMW Questions Selection

Write down as many as possible

How might we... Context: what?

for Actor: for whom?

(re)design, Need: which? is satisfied.

Sorting

Too Broad

Just Right

Too Narrow

How?

Why?

Most Relevant HMW Question

Outcome

Final question which is to be pursued further

CARDANO VENTURE HUB

Workshop Name | [Month] [Year]

Adapted from dt-toolbook.com/tools

Download the Toolkit ·



Segment 2: Understand

AMA (Ask Me Anything)

Blockchain adoption often stalls due to unaddressed questions, not technological hurdles. An AMA can be a safe space to surface blockers early and foster collective buy-in. Some best practices:

1. **Self-Hosted vs. Facilitated:** Reach out to the right experts and ask them which topics they can speak to. We are happy to connect you, internally or externally.
2. **Enable Anonymity:** Use tools like Slido to pre-collect questions anonymously.
3. **Set the Agenda:** Group questions into strategic themes (e.g., *Security, ROI, Data Ownership*).

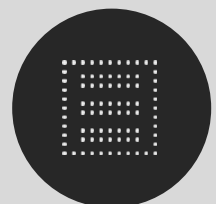
The goal of an AMA is to **establish clarity**, get everyone on board, and open doors to new conversations.

Segment 2: Understand

CBCA & Certification



8+ Hours of Prep Material, Practice Exam and Completion Badge (Available in EN, ES, PT)



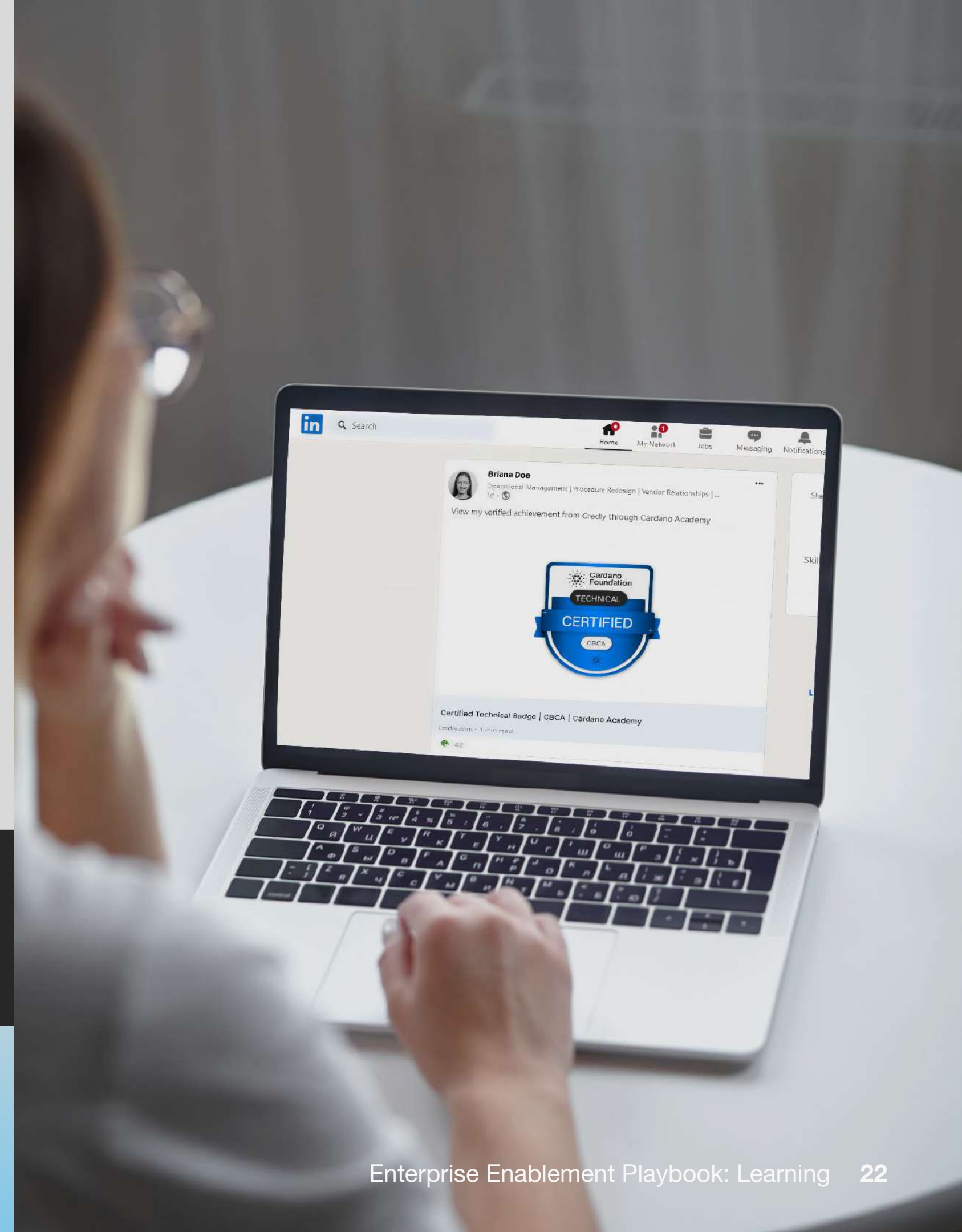
Certification:
\$99, Online, 90 Minutes, 50 Questions



LinkedIn-Compliant Credential via Credly



In Partnership with **Pearson VUE**
and **Credly**



AI & Blockchain for Business Leaders

1. **Discover** how AI and blockchain combine to enhance security, transparency, and adaptability.
2. **Understand** Web3's evolution and AI's transformative impact.
3. **Examine** the Web3-AI stack, its opportunities, and challenges.
4. **Explore** AI-blockchain synergies and advanced agentic/governance concepts.
5. **Analyze** real-world use cases in healthcare, arts, and commerce.

Request Your Invite

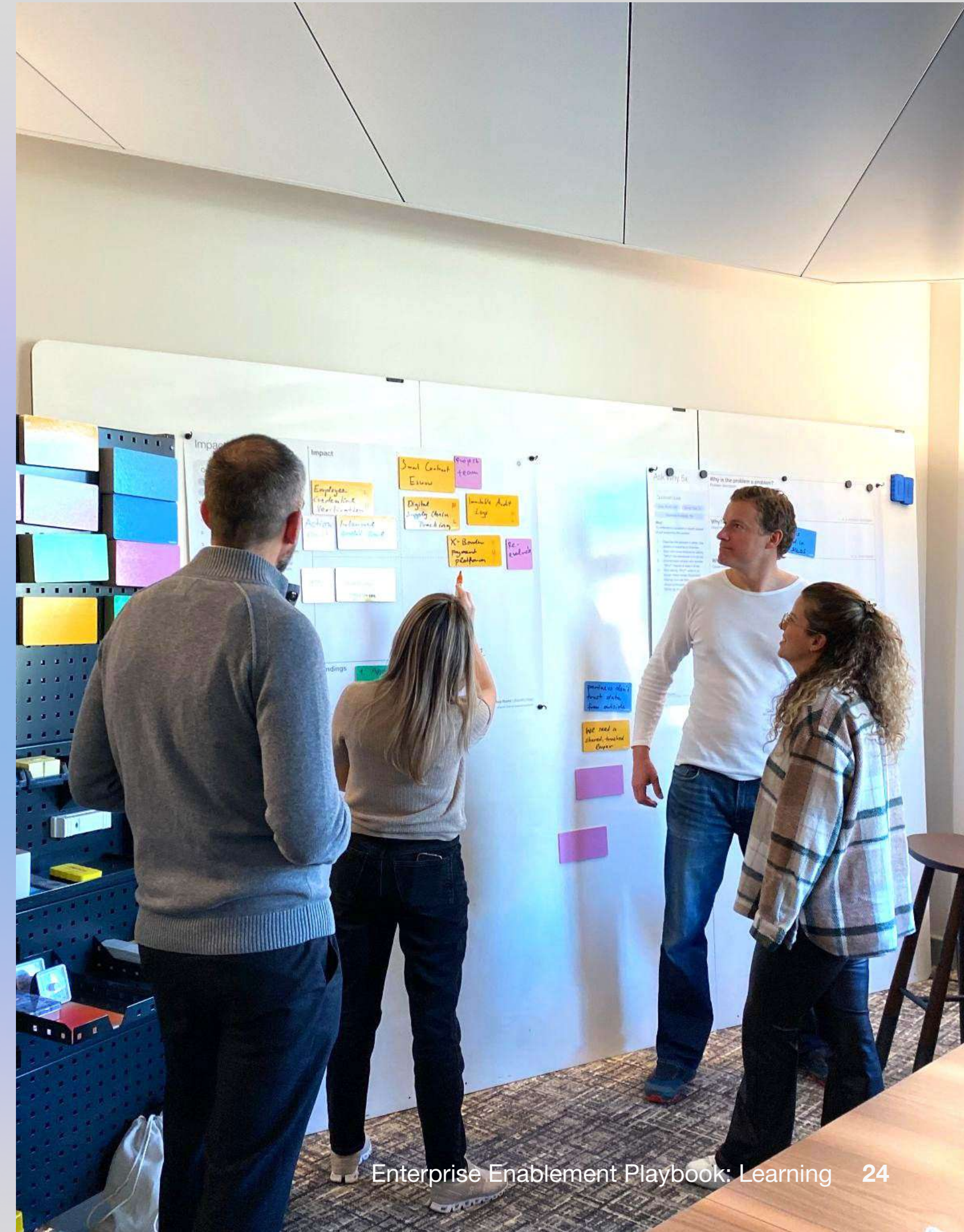


Segment 3: Align Overview

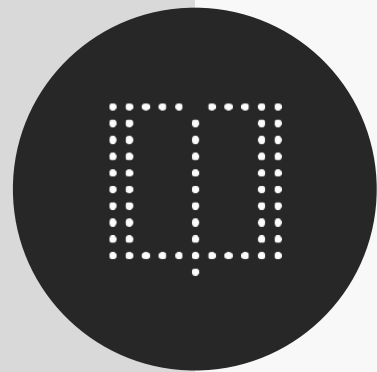
The core piece of this segment is **the Discovery Workshop**, which acts as **the bridge to the Explore stage**. This collaborative session will serve to create a shared understanding of your organization's goals, the user's challenges, and possible use cases.

Thanks to a high-level analysis of the user's problem and brainstorming initial ideas, your team can work towards a relevant business case and already spot fundamental technical and non-technical hurdles before scoping goes into more detail.

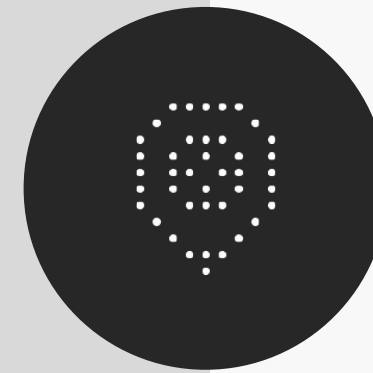
After you have completed this segment, **your leadership team will have several concepts in hand which you can seamlessly carry into the Exploring stage**.



Segment 3: Align - Modules



The **5W+H Questions** provide a simple yet comprehensive frame in which you can define a problem space holistically while surfacing insights.



The **Problem Statement exercise** captures the core challenge in one sentence, building shared understanding before the group jumps to solutions.



The **6-3-5 Brainstorming** will lead to a plethora of ideas in a short amount of time. Everyone will collaborate to keep building on the best concepts.



The **Discovery Workshop** combines many further exercises to set you and your team up with a strong user understanding, ideate solutions, and get all the right puzzle pieces in place for a real-world blockchain pilot.

Toolkit

Access the templates, explainers, and videos that will help you facilitate the EEP modules.

Download the Toolkit ·

Segment 3: Align

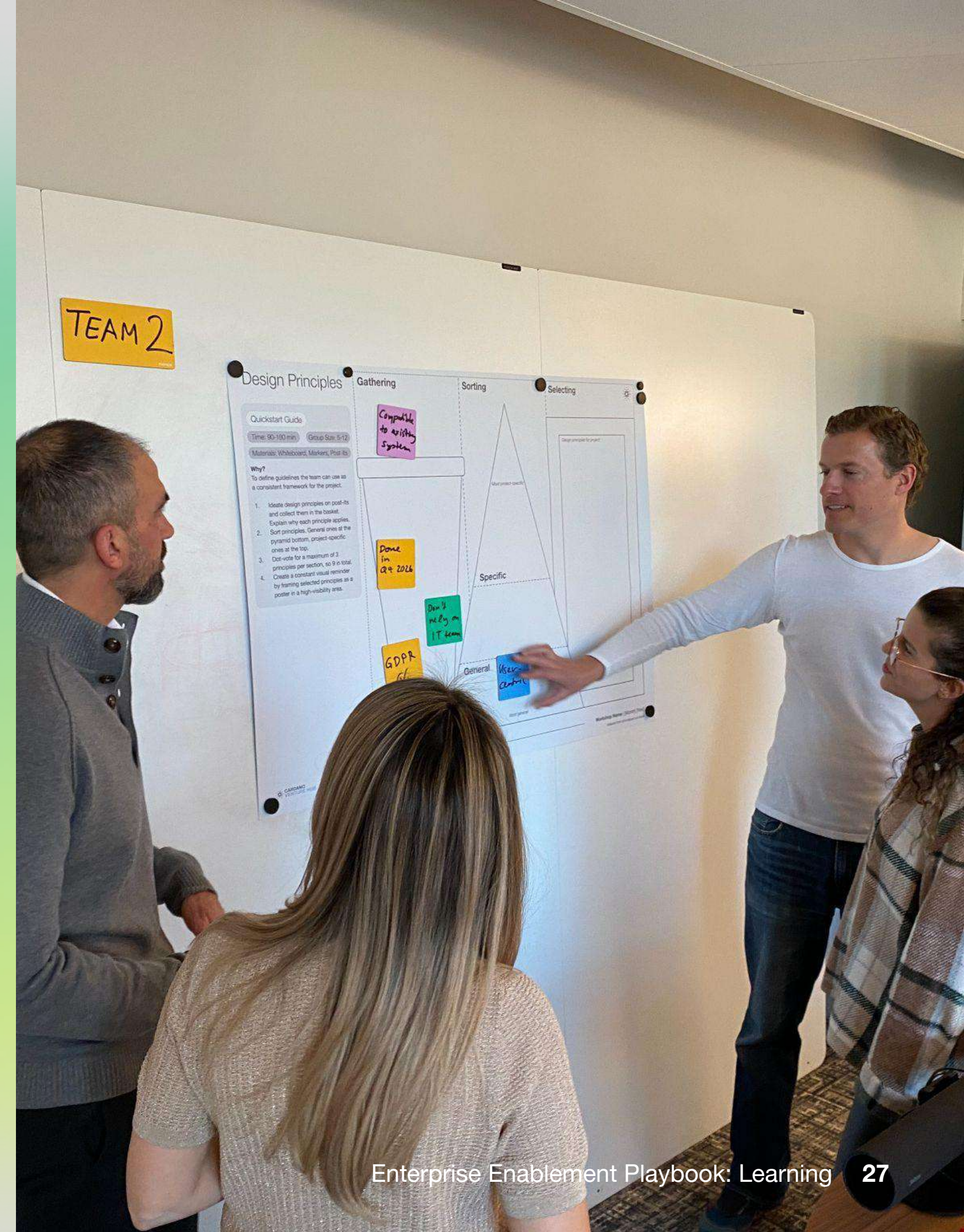
The Discovery Workshop

A collaborative session focused on early-stage discovery and ideation to identify and map potential use cases.

This leadership workshop supports internal alignment while **enabling a shared understanding** of your business, objectives, ambitions, and organizational structure.

- Conduct small-scale trials or sandboxes to test technology feasibility
- Assess practical challenges, including non-technical considerations
- Establish clear goals and metrics to evaluate the pilot

[Schedule a Call](#)





Congratulations!

You've reached the end of the Learning stage playbook. We hope the sessions and exercises in this stage have helped you...

- **Establish** a solid baseline of blockchain understanding in your organization
- **Assemble** the right team to move your blockchain pilot forward
- **Estimate** blockchain's potential to solve a concrete business challenge
- **Sparked** early ideas on what a specific implementation could look like

If you want to learn *more* about EEP and explore collaboration opportunities, please contact:

venturehub@cardanofoundation.org

Sources and Acknowledgments

The tools and templates within this playbook leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing this playbook and our toolkit under a **CC BY 4.0 license**. Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.

Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- **The Design Thinking Playbook & Toolbox**
Lewrick, Link, Leifer
- **IBM's Enterprise Design Thinking Toolkit**
- **Collaboration by Design**
Coullomb, Collingwood-Boots
- **Tools from the Stanford d.school**
- **The Lean Startup**
Eric Ries



Let's build the future of
your enterprise, **together.**

cardanofoundation.org