

Define Success

Enterprise Enablement Toolkit

Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

Define Success

Time: 60-90 min

Group Size: 4-10

Why and When to Use This Exercise

The goal of Defining Success is to align the team across the entire project cycle by establishing concrete goals, a unified vision, and achievable milestones.

This tool is best used once stakeholders are identified to confirm that all sides have been heard. It is a great way to translate management requirements into project targets.

Define Success

Quickstart Guide

Time: 60-90 min Group Size: 4-10

Materials: Whiteboard, Markers, Post-its

Why?
To align team across the entire project cycle for making key decisions.

1. Prepare a list of relevant questions.
2. Each participant writes down their answers on post-its.
3. Discuss, narrow down, and cluster success elements into core groups.
4. Vote on main areas with Dot Voting.
5. Record results.
6. (Optional: List relevant KPIs)

Questions	Answers	Evaluation & Selection
		e.g. success for customers
Outcomes		

CARDANO
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Workshop Name | [Month] | [Year]
Adapted from @kickbook.com/teals

Materials You Need

- ❑ **Markers:** Grab thick permanent markers to create high-visibility headers and bold notes on shared surfaces. Using them prevents you from getting bogged down in unnecessary details while working quickly.
- ❑ **Whiteboard:** Find a whiteboard to serve as the central hub for team collaboration and collective alignment. This surface helps you wall-mount answers and conduct group-wide voting rounds.
- ❑ **Sticky Notes:** Pick sticky notes to manifest your mind onto a tangible, movable space. Iterate easily, move your thoughts around, and cluster individual ideas effectively.

Best Practices

- ❑ **Start Silently:** Encourage participants to write down their initial questions and answers independently before sharing to avoid groupthink.
- ❑ **Draft Multi-Dimensional Questions:** Make sure your prompts cover customer success, technical feasibility, and commercial impact to ensure a holistic view.
- ❑ **One Thought Per Post-It:** Use a single note for each success element to make clustering and prioritizing manageable.
- ❑ **Ensure High Visibility:** Record the final results clearly on the board to serve as a shared North Star for all future project decisions.

Define Success

Time: 60-90 min

Group Size: 4-10

1. Have each group member list relevant questions on post-its, then add them to the board.

Questions

How many users do we want to reach?

What's our target margin?

Answers

Evaluation & Selection

e.g. success for customers

Outcomes

Define Success

Time: 60-90 min

Group Size: 4-10

2. Each participant writes down their answers to all questions on post-its. If there are too many questions, vote on the most relevant ones first.

Questions	Answers	Evaluation & Selection
How many users do we want to reach?	10M 15%	
What's our target margin?	1M 30%	e.g. success for customers
Outcomes		

Define Success

Time: 60-90 min

Group Size: 4-10

3. Discuss, narrow down, and cluster the success elements into core groups.

Questions	Answers	Evaluation & Selection
How many users do we want to reach?	10M 15%	30%
What's our target margin?		e.g. success for customers
		1M
comes		

Time: 60-90 min

4. Vote on the main success factors your team will ultimately pursue, for example with voting dots.

Questions	Answers	Evaluation & Selection
How many users do we want to reach?	10M	30%
What's our margin?		

Vote: Which factors will you prioritize?

Workshop Name | [M]
Adapted from dt-to

Define Success

Time: 60-90 min

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5. Record the results in the template.

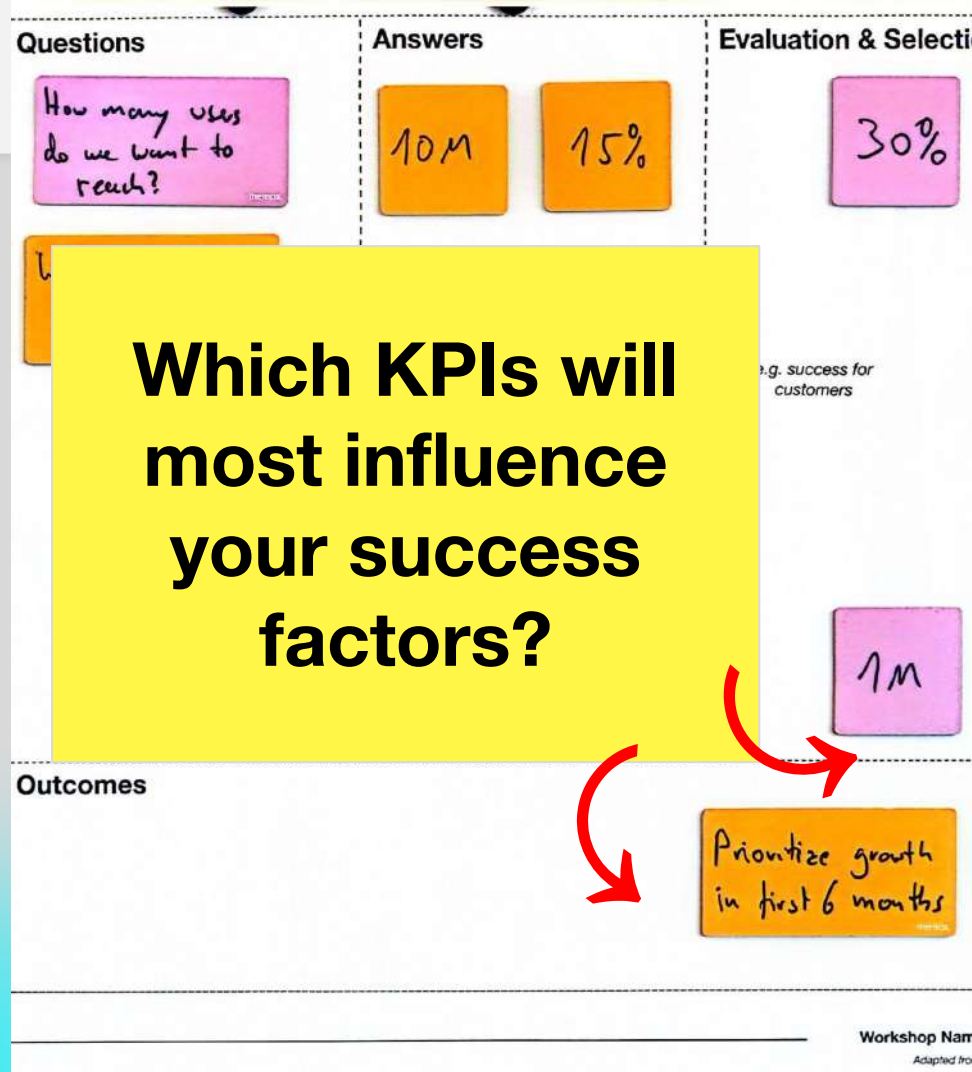
Questions	Answers	Evaluation & Selection
How many users do we want to reach?	10M15%	30%
What's our target margin?		e.g. success for customers
		1M
Outcomes		Prioritize growth in first 6 months

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6. Optional: List the most relevant KPIs. Can you already link your final success factors to specific metrics to validate progress during the pilot stage?



Sources and Acknowledgments

The templates within this toolkit 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 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)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please visit cardanofoundation.org or write to venturehub@cardanofoundation.org.