

What Does Success Look Like?

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.

What Does Success Look Like?

Time: 15 - 30 min

Group Size: 2-5

Why and When to Use This Exercise

The “What Does Success Look Like?” exercise provides an early incentive check while helping teams align on a shared vision and goals for a project.

This tool should be used as soon as all the right people are in the room to build excitement but also ensure the project will head in the right direction.

What Does Success Look Like?

Quickstart Guide

Time: 15-30 min Group Size: 2-5

Materials: Template, Pens, Post-Its

Why?
To zone in on a collective vision and adjust incentives on various levels.

1. Going from narrow (self) to broad (world), each participant notes their own success indicators on post-its.
2. Add all post-its to the template.
3. Discuss as a group to cluster the most agreed upon, important, and unique factors worth considering.
4. Vote on #1 success indicator to focus on in each category.
5. Record results, e.g. by circling north star indicators on the template.

The diagram consists of five nested rectangles, each representing a different level of success indicators. The rectangles are labeled from the innermost to the outermost: Me Personally, My Team, My Organization, Customers and Partners, and Society/the World. Each rectangle is a placeholder for participants to write their success indicators on post-its.

CARDANO VENTURE HUB

Workshop: _____ | Date: _____

Adapted from ch-toolbook.com/tools

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Materials You Need

- ❑ **Pens:** People will start writing on post-its privately, but make sure what you write down will be readable when attached to the large template later.
- ❑ **Templates:** Use a large version of the print template for your collected results. Smaller A4 templates can be used for people's individual brainstorming early in the exercise.
- ❑ **Timer/Alarm clock:** Take five minutes or so for everyone to list their success criteria. If you want to iterate, do so using a timer, which can be helpful to timebox the group discussion as well.

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Best Practices

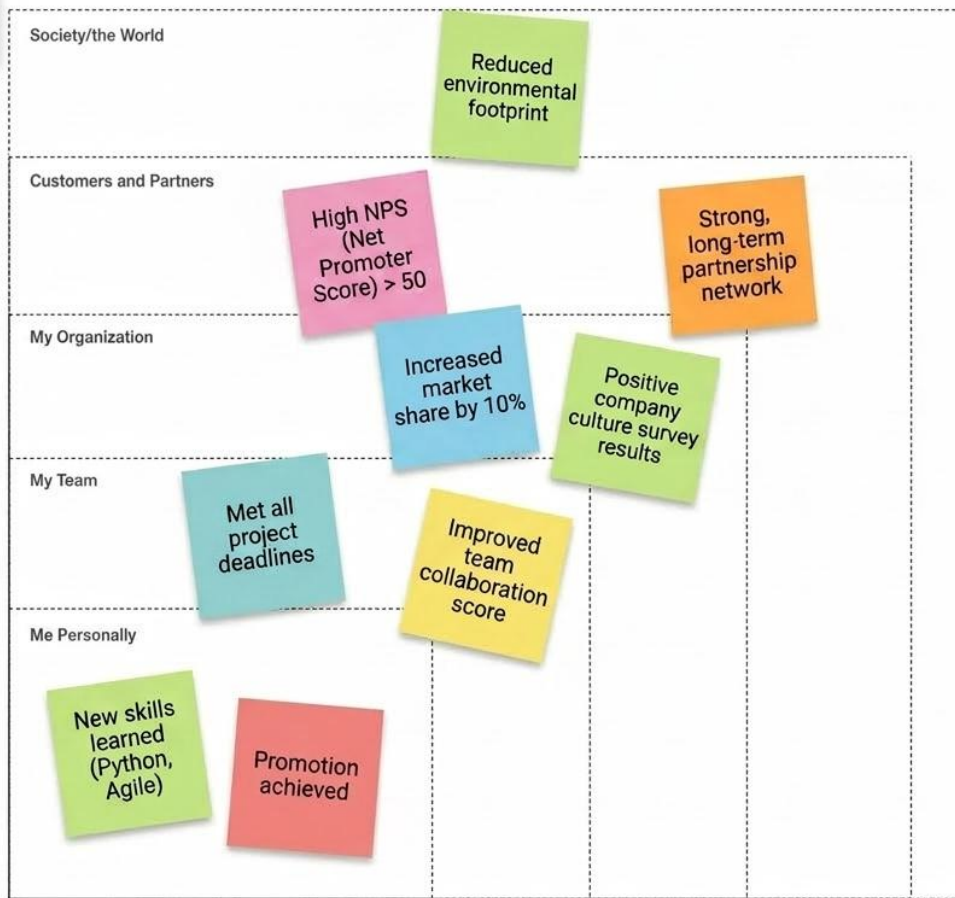
- ❑ **Start Private, Go Public:** Allow everyone to start with their own thoughts and wishes by writing on the post-its privately.
- ❑ **Encourage Transparency:** Encourage people to share their honest ideas of what success looks like to them. It's easy to stick with familiar metrics everyone thinks management wants, but maybe someone will have a unique but more aligned idea of "success" to suggest!
- ❑ **Explain Outliers:** Give people space to explain unique success indicators. Perhaps everyone can learn something new!
- ❑ **Focus Wins:** It's normal to not be able to accommodate all success factors. Try to agree on at least two North Star metrics as a group by the end of the exercise, and you will walk away with meaningful results.

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2. Add all post-its to the template.



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3. Discuss as a group to cluster the most agreed upon, important, and unique factors worth considering.

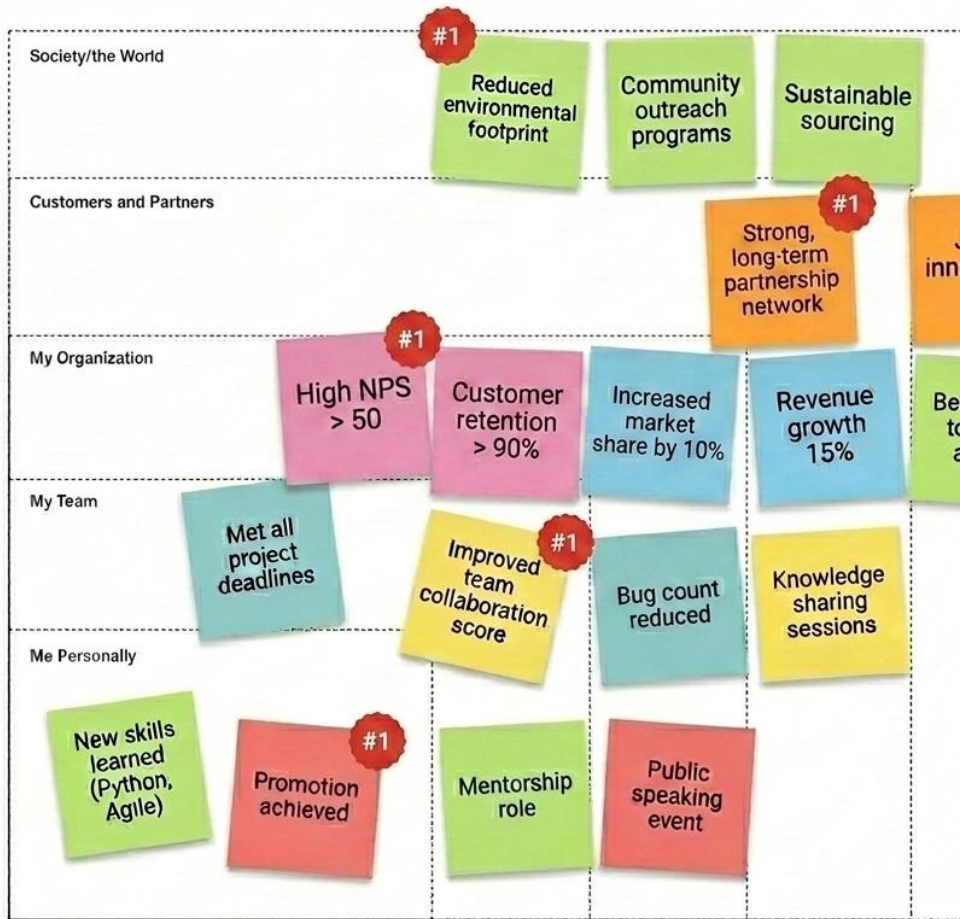


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4. Vote on the #1 success indicator to focus on in each category.

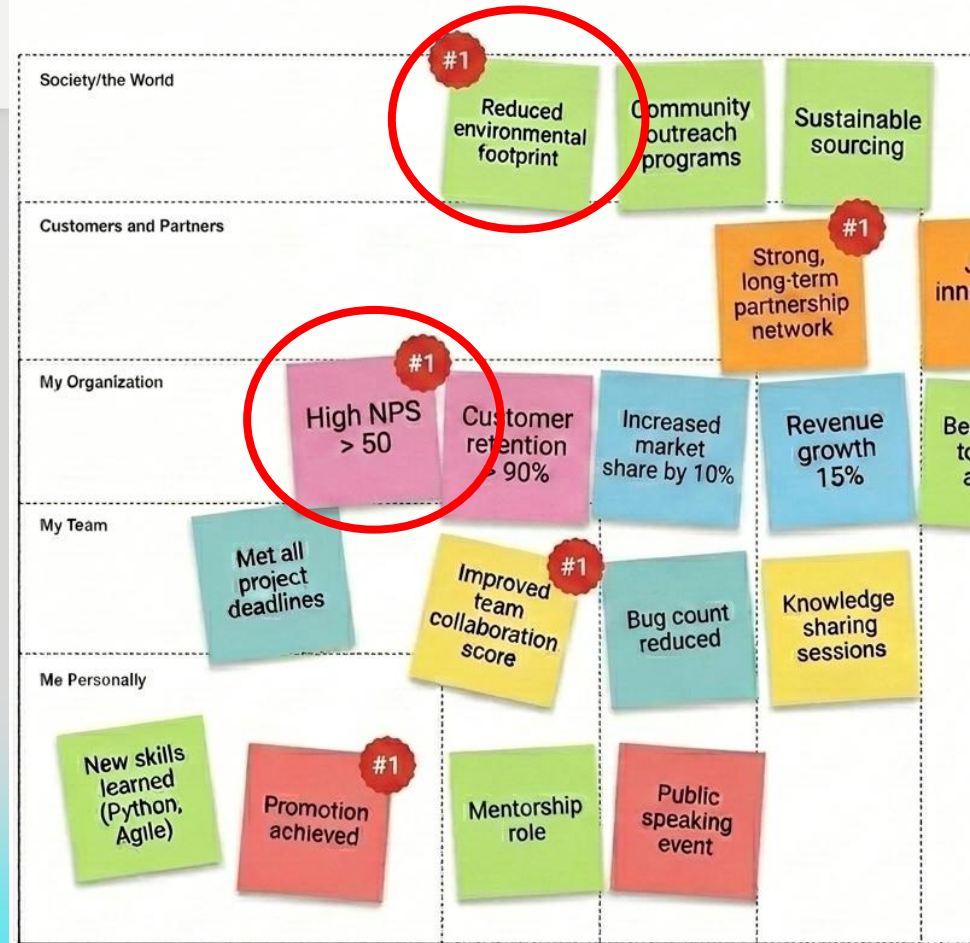


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5. Record results, e.g. by circling north star indicators on the template.



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.**