

EVENTSTORMING

BIG PICTURE



Photo credit: R&D Team at PatientPop.com

A 5-STEP GUIDE

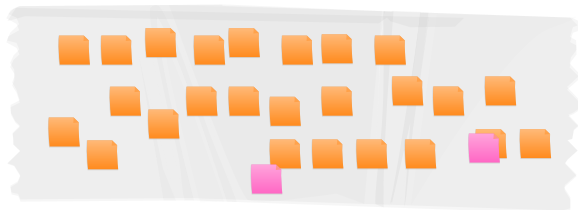
Collaborative
DISCOVERY

Process & Organization
INSIGHTS

Delivery
ACCELERATION

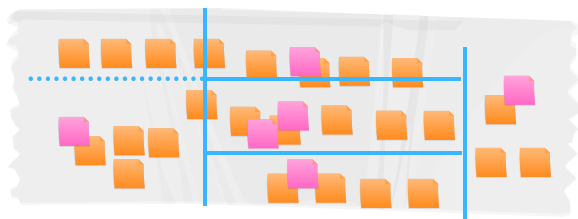
01

EVENTS



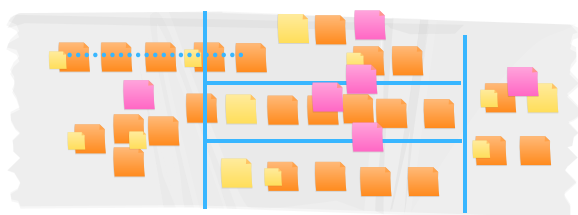
02

EMERGENT STRUCTURE



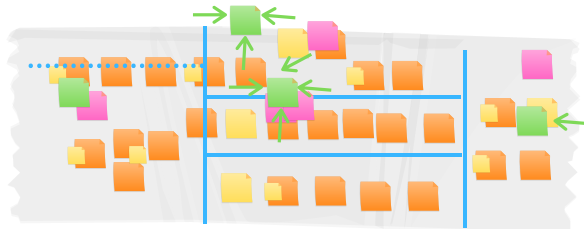
03

ACTORS & SYSTEMS



04

VALUE & OPPORTUNITIES



05

NEXT STEPS

HOT SPOTS

WALK THE NARRATIVE