

Future Firm Canvas

The Future Firm Canvas is a collaborative tool to help teams explore what success could look like in different future scenarios, and identify what actions they can take today to be ready for whatever comes next.



Current Date	Future date	Summary of proposed future		
Value Propositions What do your clients value most? What do you provide that makes you competitive?	Key Capabilities What core skills, roles, or tech would your firm need to succeed?	Culture & Talent What kind of talent do you need—and what is it like to work in your firm?	Tools & Investments What tools would you need to add? What big bets or infrastructure are required?	Client Types Who are your ideal clients in this future? (public, private, developers, nonprofits, etc.)
	Partnerships & Ecosystem Who do you collaborate with? (consultants, platforms, contractors, AI providers, etc.)		Delivery Models How is your work designed, produced, and delivered? (Tech, AI, teams, processes, etc.)	
Success Measures How do you define success in this future? (profit, awards, impact, retention, etc.)		Profit Levers How will your revenue strategies need to evolve to fund these changes and remain sustainable?		
Already in Motion Which of these elements are already taking shape—or beginning to emerge?		Laying the Groundwork What can you start doing now to help your firm move toward this future—or shape the future in a way that reflects your values and goals?		