

BTensure Guide: Change Canvas: W5H2 Strategic Framework

A Change Canvas (W5H2) is a strategic planning and change management framework that helps organizations systematically plan, communicate, and implement change initiatives. It uses seven guiding questions—Why, What, Who, When, Where, How, and How Much—to ensure that every critical aspect of the change process is clearly defined before implementation.

WHY	WHAT	WHERE	WHEN	HOW MUCH
The core purpose. What problem are we solving? Why is this change essential for our future success?	The scope of change. What are the specific deliverables, processes, or cultural shifts we are implementing?	The operational landscape. Where does this change apply (departments, locations, or processes)? Where are the potential friction points?	The timeline and milestones. What is the roadmap, and When are the critical transition points?	The investment and return. What are the resource requirements (budget, time, effort)? What does success look like in measurable metrics?
	WHO The stakeholders and change agents. Who is driving the change? Who is impacted? Who needs to be involved?		HOW The methodology. What specific frameworks are we using to execute this transition? (like BTensure R3 Change Framework or FAPIAS model).	

BTensure is your partner to implement the changes smoothly and successfully