

GUIDE:

Circular Strategies Wheel

Step 0 • Preparation • 5 min

Print out the circular strategies wheel canvas (A1) and hang it on the wall or place it on a table. Make sure you and the team can easily read and work on the poster at the same time.

Step 1 • Brainstorm • 10–15 min

Do a brainstorm individually and in silence based on the different circular strategies. Map out where you see a potential for your product with green post-its, and yellow post-its where you are most curious to learn more. Lastly, use the pink post-its to identify where you see challenges or obstacles for your circular possibilities.

Tip

When brainstorming we recommend that you do it individually in silence and set a timer to 5 minutes, to begin with. When time is up, you can share your post-its by reading them out loud and if necessary repeat the process by having a second brainstorming session and sharing again. Sometimes, you get inspired by others' ideas and insights and new inputs will come to your mind.

Step 2 • Discuss in team • 15 min

Discuss the mapping of the circular business strategies. Start going through the different post-it notes that have been written by different team members in the brainstorm session.

Use this discussion to get a clear idea of the most crucial and important post-its and answer the question;

What is most interesting for you to focus on, when starting to build your circular product?

Tip

We recommend that you continuously revisit the circular strategies wheel when getting new insights or ideas – hang it somewhere so that you and your colleagues can contribute as well.