

# Cultural Signals Canvas

SPOTTING OPPORTUNITIES IN CULTURAL SHIFTS

DATE

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NAME

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PURPOSE

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## Observations

What behavior changes am I noticing?

## Moments

What's happening right now that's creating urgency?

## Intersections

Are any moments amplifying nascent or developing moments?

## Insights

What do these patterns reveal about what people actually want?

## Impact

What assumptions are breaking down?

## Pause or Go

Before reacting, sit with the insights. Is this worth pursuing?

## Assets

What strengths become more valuable given these shifts?

## Opportunity

What behavior changes am I noticing?

