

3-Level Alignment Canvas

A kickoff framework for projects that are serious about starting

Project

Team

Date

1 Level 1 — Goal alignment: Why are we doing this project?

Why are we doing this project?

Project goal & benefit

What should change? For whom?

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.....
.....

Success criteria

How will we recognise success in 6 months?

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.....

Guiding questions: → What happens if we don't do it? → What benefit arises, and for whom? → Where do views still differ?

2 Level 2 — Role alignment: Who decides what?

Who decides what?

Content decisions

Who has the final say?

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Budget & time

Who decides on resources?

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.....

Team autonomy

What does the team decide itself?

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.....

Escalation path:

Guiding questions: → What can the team decide on its own? → What has to be escalated? → What happens if someone is unavailable?

3 Level 3 — Expectation alignment: How do we want to work together?

How do we want to work together?

Communication & rhythm

Sync cadence / reporting / format

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Definition of Done

What does "done" mean for us?

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Feedback culture

How do we give each other feedback?

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Dealing with mistakes

What is okay, what is not?

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.....

Guiding questions: → What do I offer the team, and what do I expect? → What is our shared "done"? → How do we escalate when something is off?

How to use this canvas:

1. Print it (A4) or open it as a shared document (Confluence / Notion / Google Docs).
2. Facilitate all three levels in sequence — roughly 2 to 3 hours. Everyone answers, everyone listens.
3. Everyone confirms the canvas. At the next milestone: bring it back out and review it together.

Shared commitment

Everyone involved confirms this canvas as the shared working basis.

Name / Role

Name / Role

Name / Role

Agile Forge

3-Level Alignment Canvas

Next review date:

enter a date

agile-forge.com

Free to download & use

TIP: Put the completed canvas up visibly in your project space — it is not a contract, it is your shared working basis.