## Bring - Build - Buy Map

Buy Make
BRING – assets and
capabilities we have
today in our organisation
Describe the specification of what
you need here
BUY
key elements we
will need to resource
through partners
or suppliers
BUILD – new internal
capabilities we will
create or develop

(Source: Liedtka, J., Oglive T, and Brozenske, R., 2014)

