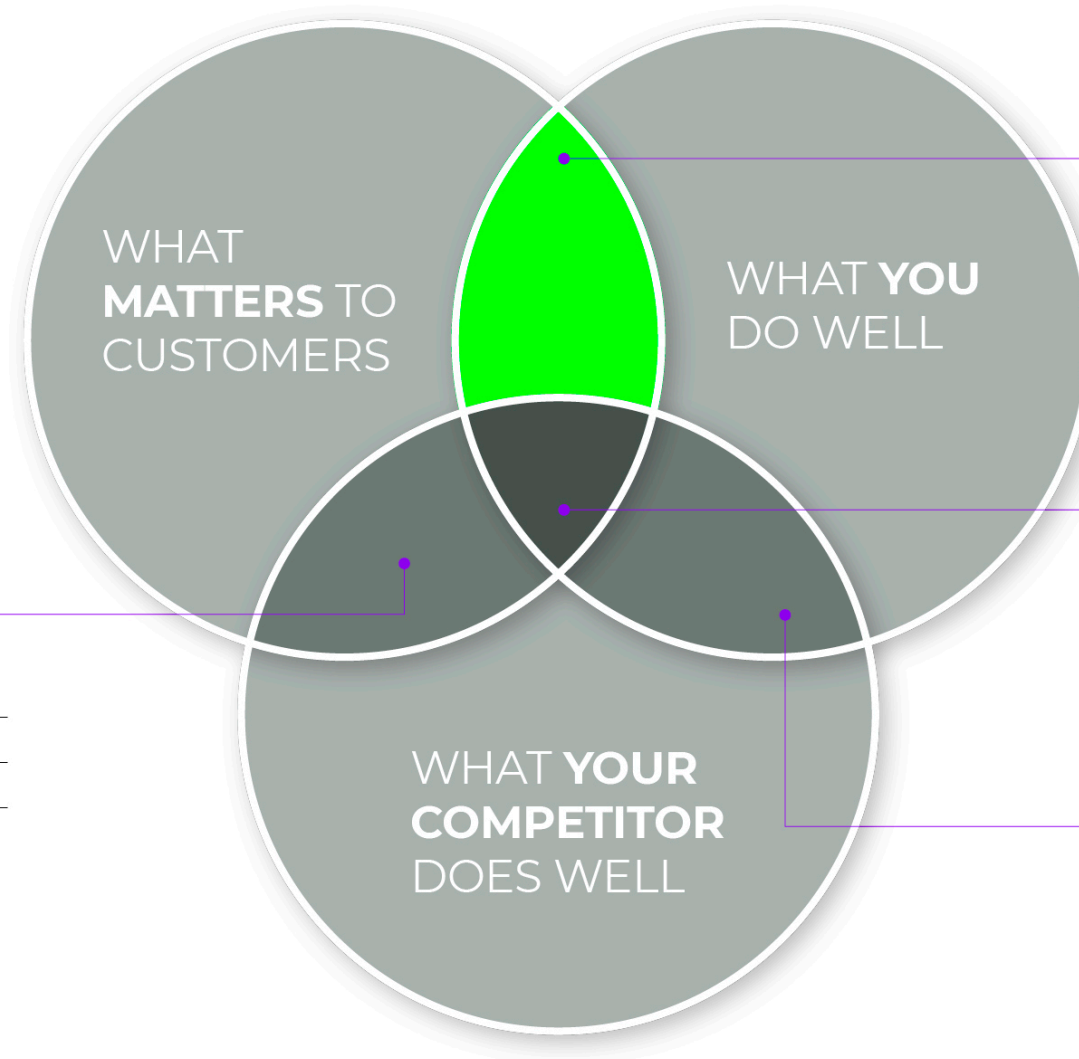


## GUIDE

- 1 have the right roles and responsibilities in the session
- 2 which proposition is being discussed? Company, or service/product?
- 3 be honest about what your customer values, and what your competitor does well
- 4 plot ALL the strengths you have, and then decide which are unique to you, and which your customer genuinely values
- 5 ideally, do the exercise together with your customer



What we do that customers care about, and competition can't match:

- 1 \_\_\_\_\_
  - 2 \_\_\_\_\_
  - 3 \_\_\_\_\_
- ...is sustainable competitive advantage

What you and your competitors both do that customers value:

- 1 \_\_\_\_\_
  - 2 \_\_\_\_\_
  - 3 \_\_\_\_\_
- ...is your competitive battle ground.

Awesome stuff you're doing:

- 1 e.g. Nice office  
\_\_\_\_\_
  - 2 \_\_\_\_\_
  - 3 \_\_\_\_\_
- ...that customers don't care about.

What your competitor does well that you can't match:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

...if you can't beat them, join them, or disrupt.

