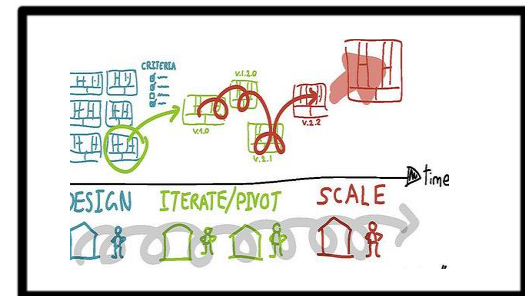
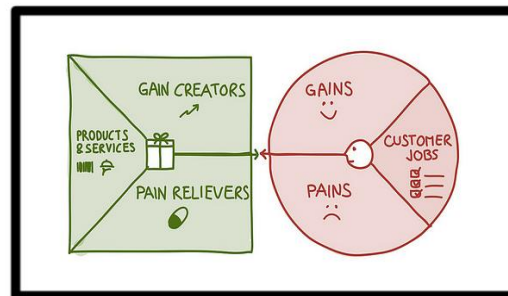
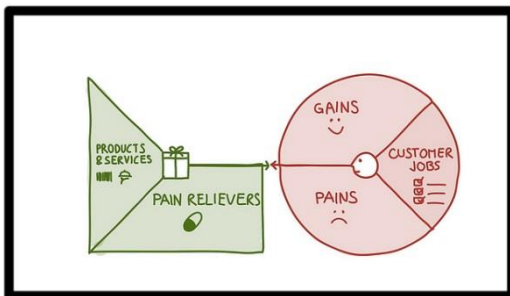
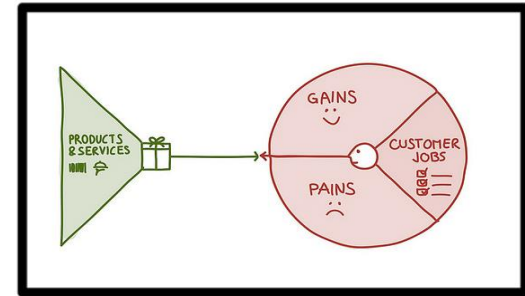
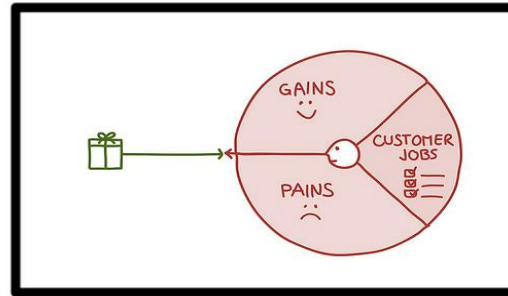
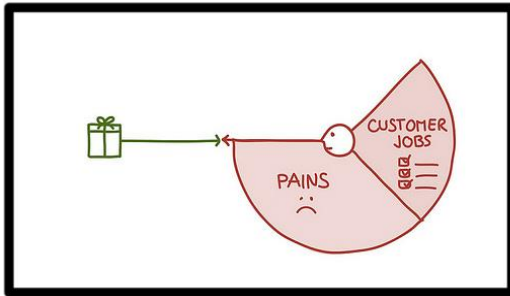
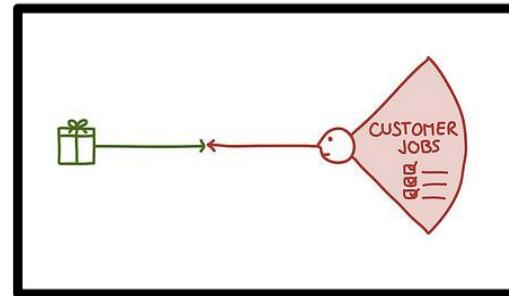
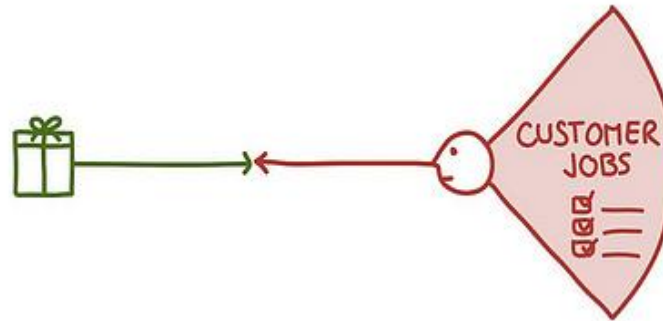


The Value Proposition Canvas Storyboard



Ask yourself... 'Who is the customer?'



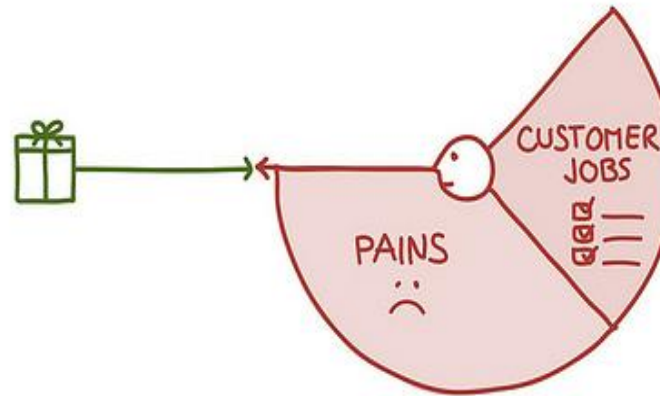
'What 'job' or 'jobs' is my customer trying to trying to get done?'

'What tasks are they trying to perform and complete?'

'What problems are they trying to solve?'

'What or whose needs are they trying to satisfy?'

Ask yourself... about customer pains

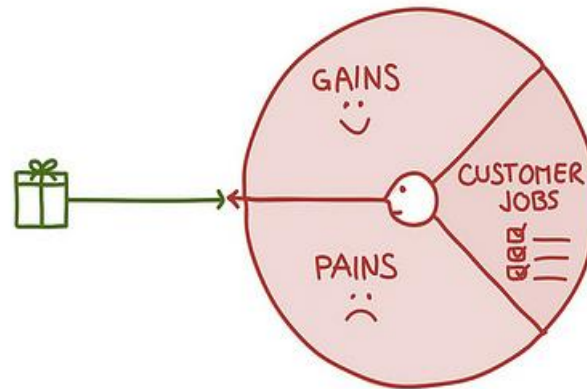


‘Can I describe the

- barriers
- negative emotions
- undesired costs
- situations
- risks

the customer could experience that make it difficult to get the job done?

Ask yourself... about customer gains

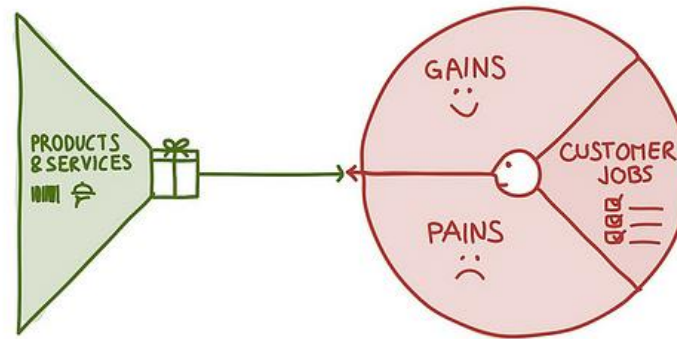


‘Can I describe what I think the customer needs need to help to get their ‘jobs’ done?’

This might include:

- knowledge
- contacts
- resources
- financial guidance or input.
- What success would look like for them?

Ask yourself... about how you add value for the customer

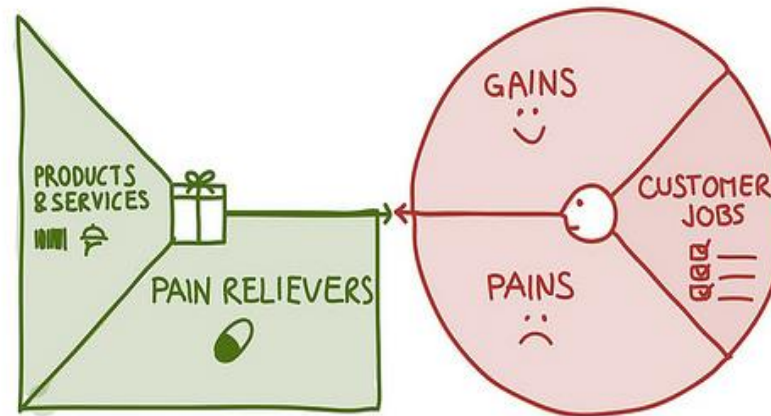


‘What are the products or services that I offer

and

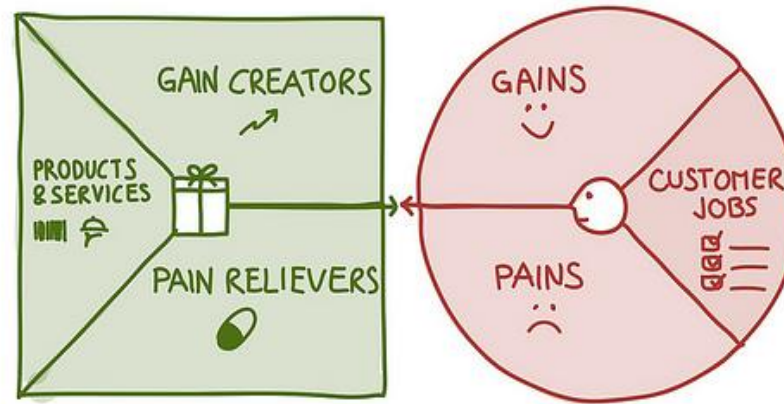
how do they help the customer to get their jobs done?

Ask yourself... how I remove the customer's pain?



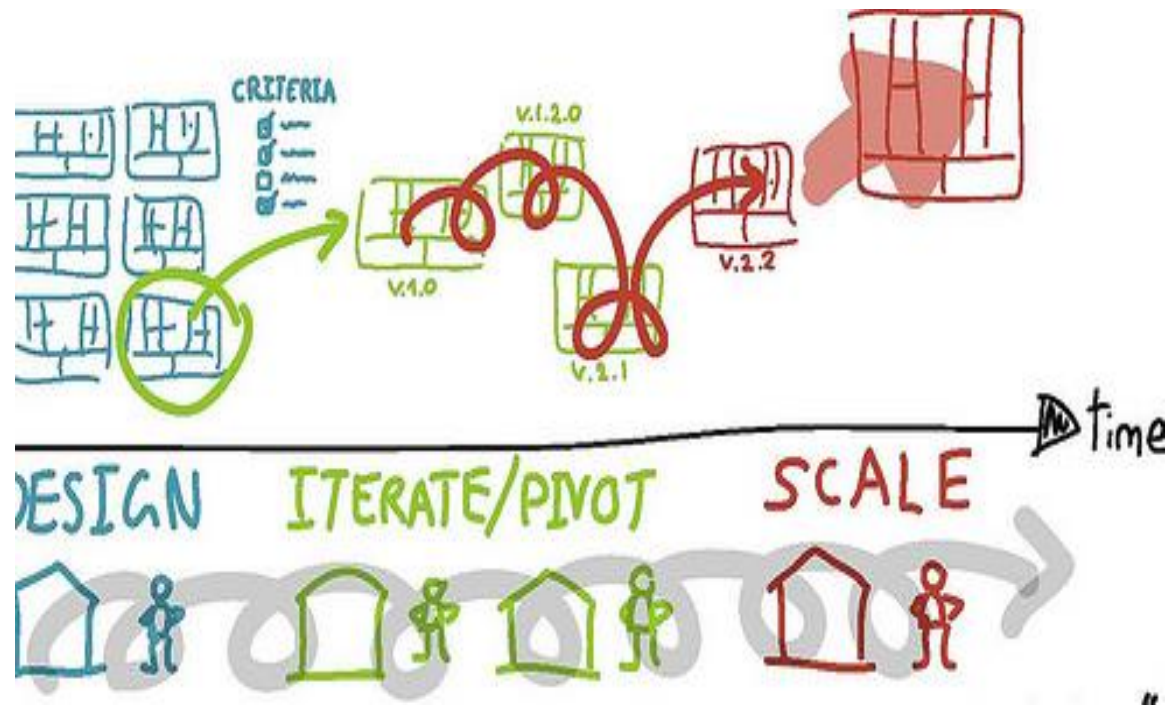
How are my products and services working to relieve to cure the customer's pain?

Ask yourself... how what do I create gains for my customer?

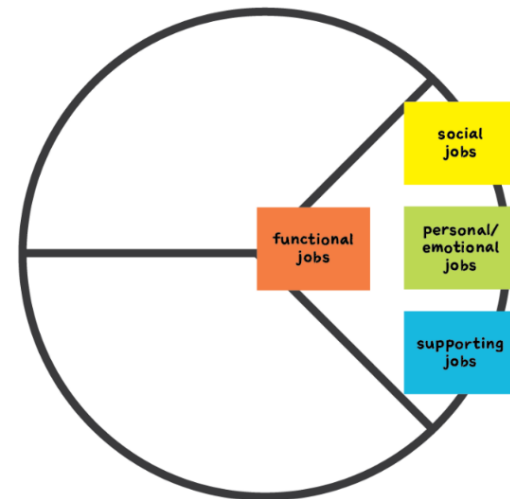
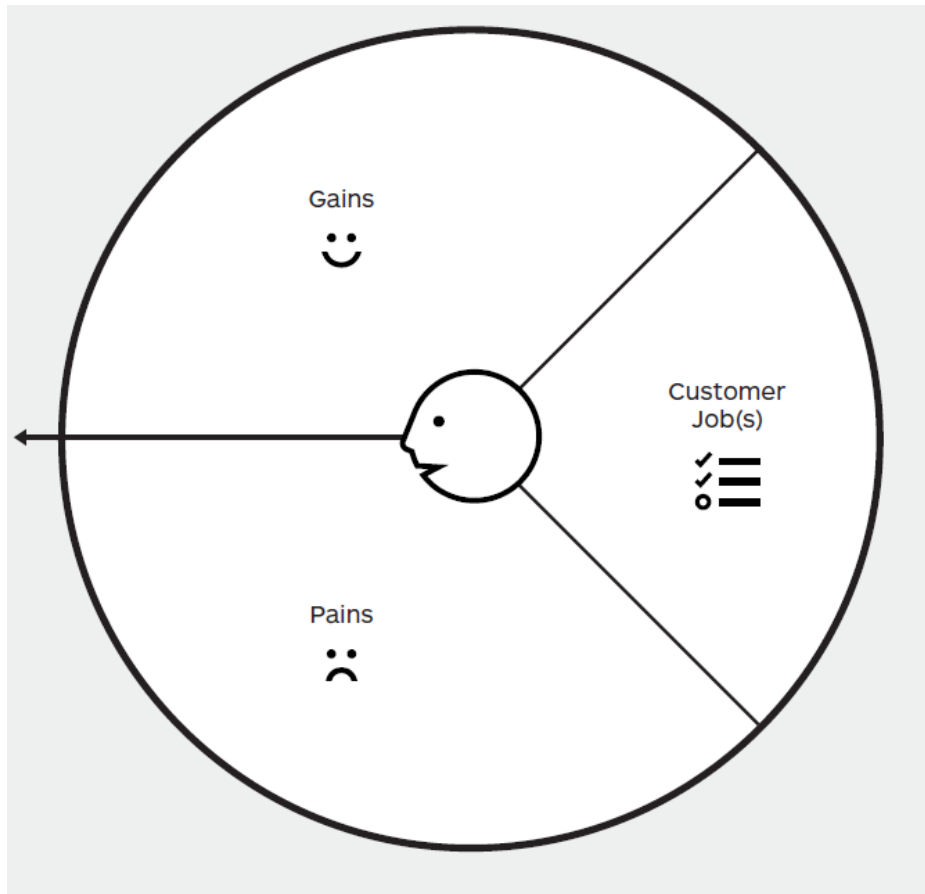


How are my products and services working to create gains for my customer?

What does this plug into?



Activity



Activity



design



observe



customer 1



customer 2



customer 3

Resources & Action

-
- Resources
 - Practice
 - Stay in touch

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Any questions?

Amanda Brooks – Enterprise Team

