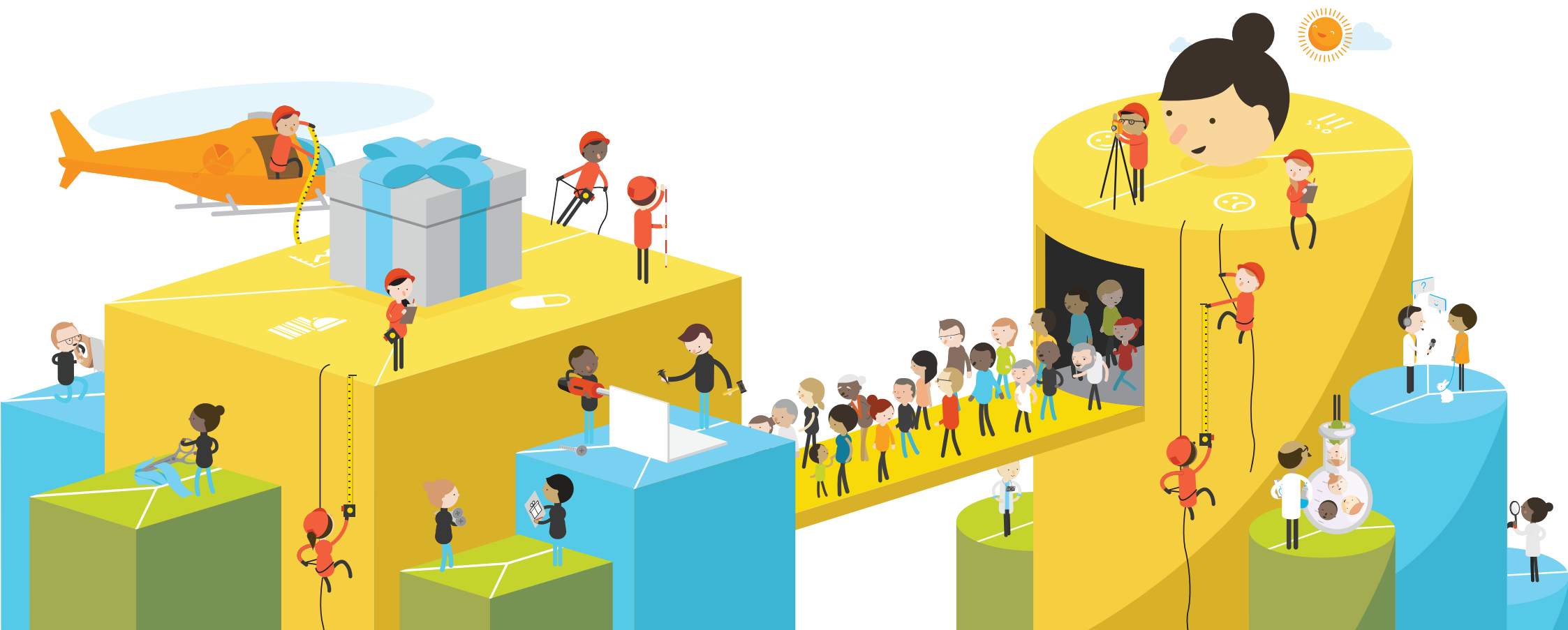


Sell Your Colleagues on Value Proposition Design

Use slides from this deck to convince your team, colleagues, and leaders about the benefits of applying the tools and process of Value Proposition Design.



How to Adapt this Deck to your Needs

This series of slides presents 10 common organizational issues that can be improved with the methods and tools in Value Proposition Design.

Use the slides in your next presentation with your team, colleagues and leaders to highlight how the book can help your organization better design and test value propositions and business models.



1

Define the problem you are trying to solve



2

Pick the slides with the right arguments



3

Delete the other slides



4

Convince your team, colleagues, and leaders

We talk about value propositions and business models a lot without really getting tangible results.



We talk about value propositions and business models a lot without really getting tangible results.

Value Proposition Design provides a set of tools and processes to systematically design and test value propositions and produce results.



**Not everybody in our team
has a shared understanding
of what a good value
proposition actually is.**

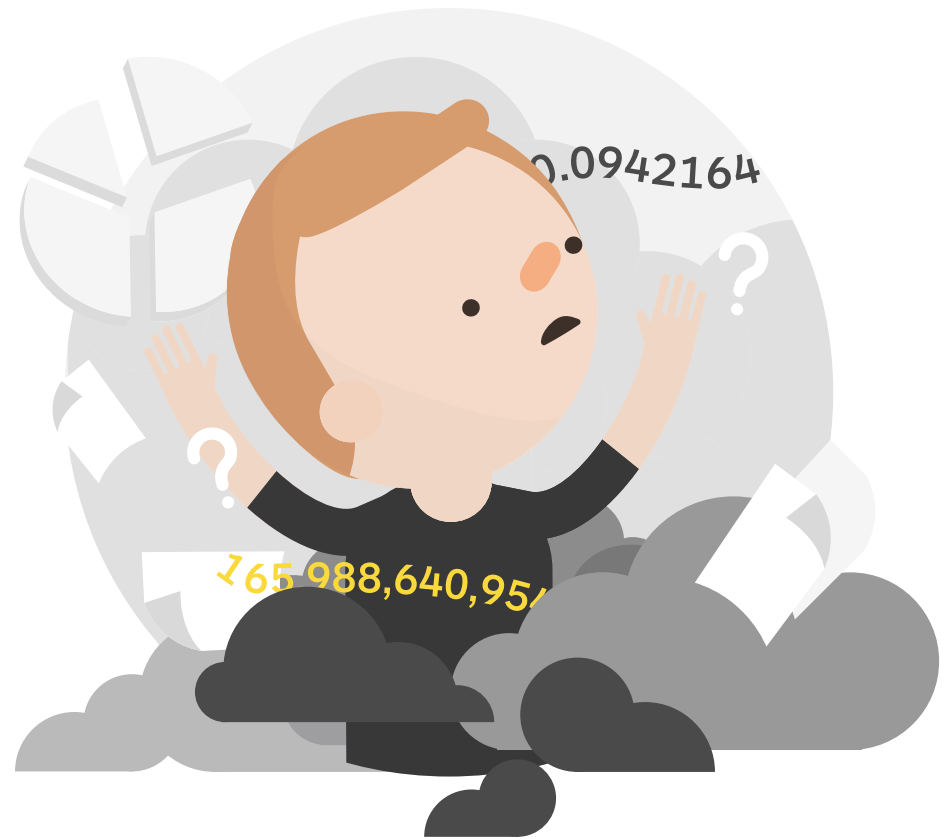


Not everybody in our team has a shared understanding of what a good value proposition actually is.

The Value Proposition Canvas is a tool that creates a simple and shared language to discuss value propositions across organizational boundaries.



We focus on products and features too much and not on how we create value for customers.



We focus on products and features too much and not on how we create value for customers.

The Value Proposition Canvas is a tool that forces us to highlight how our products and services create value for our customers.



We make presentation on value propositions and business models without being explicit on how we are creating value for our customers and our organization.



We make presentation on value propositions and business models without being explicit on how we are creating value for our customers and our organization.

The Value Proposition Canvas is a tool that makes explicit how our products and services create customer value.



Our product development process doesn't use a customer-focused methodology.

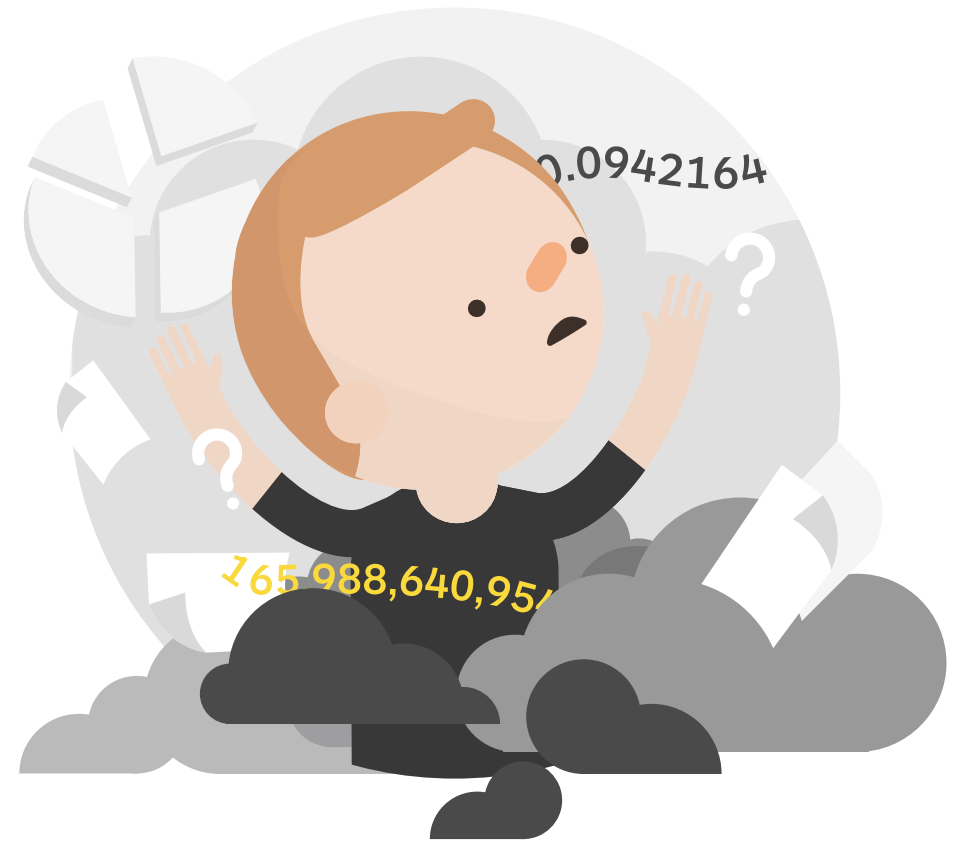


Our product development process doesn't use a customer-focused methodology.

Value Proposition Design is centered around customer value creation and gets you to rigorously test your ideas with customers before implementing them.



We don't have a methodology to track our progress during the development of new value propositions and business models.



We don't have a methodology to track our progress during the development of new value propositions and business models.

Value Proposition Design offers a proven methodology to design, test, manage and measure the development and improvement of value propositions and business models.



We invest a lot in research and development (R&D), but fail to invest in developing great value propositions and business models

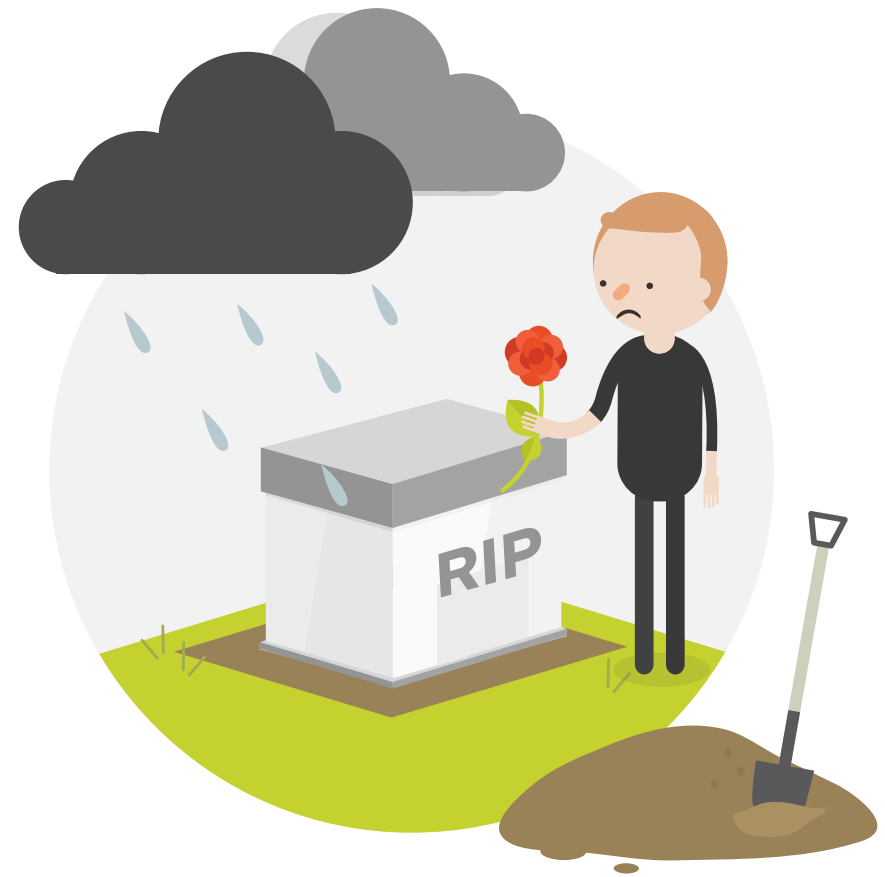


We invest a lot in research and development (R&D), but fail to invest in developing great value propositions and business models

Value Proposition Design leverages our technology and product R&D by turning our ideas into great value propositions and business models.



**We often end up making
stuff nobody wants, despite
our good ideas and good
intentions.**

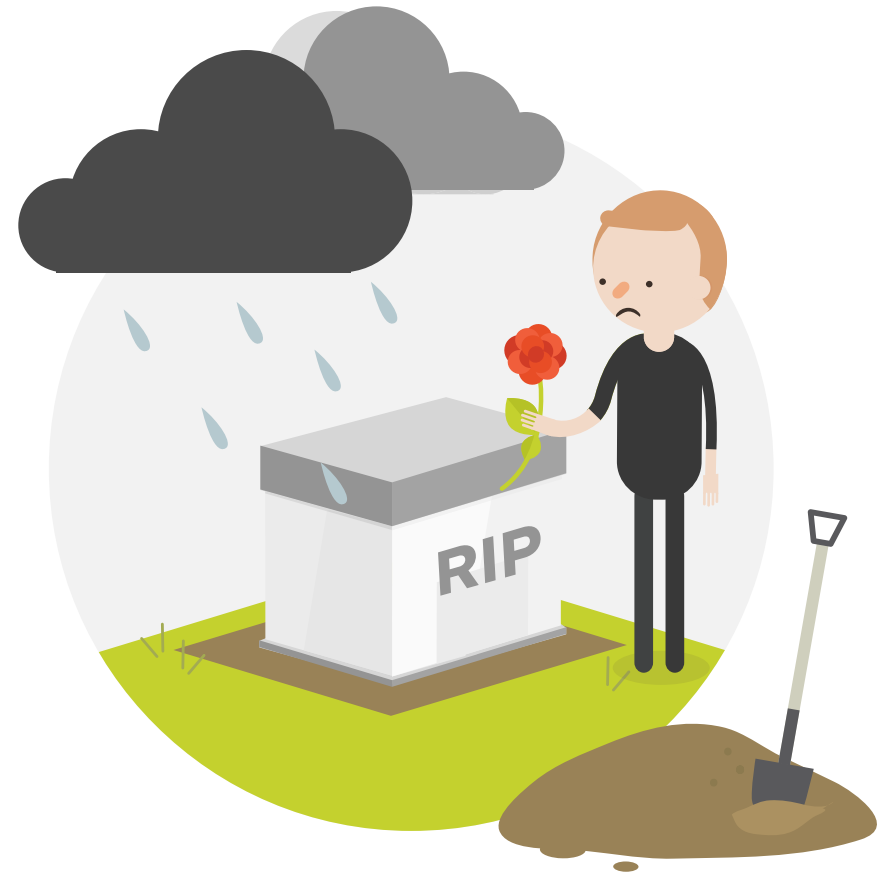


**We often end up making
stuff nobody wants, despite
our good ideas and good
intentions.**

*Value Proposition
Design eliminates the risk
of working on products and
services that don't matter
to customers.*



**We waste resources
because we don't test our
ideas, but write untested
business plans with
polished spread sheets
that turn out to be flops.**



We waste resources because we don't test our ideas, but write untested business plans with polished spread sheets that turn out to be flops.

With Value Proposition Design we eliminate wasting resources by testing our ideas cheaply when uncertainty is highest - at the beginning of a project.



Our product development, sales, and marketing are poorly aligned when it comes to developing new value propositions.



Our product development, sales, and marketing are poorly aligned when it comes to developing new value propositions.

The Value Proposition Canvas provides a shared language to align stakeholders across organizational boundaries.



How to create products and
services customers want.
Get started with...

Value Proposition Design

strategyzer.com/vpd

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