



**Communicate
an offer people
will love**

Value Proposition Statement



What can it help with?

This tool allows you to quickly shape and communicate your value proposition and gives you the opportunity to change and adapt it at speed.


How do I use it?

Fill in the blanks to explore different directions, work quickly and try not to overthink, you can come back to these ideas, mix and match and refine them.

Who's it for?

-  We think most things work best in a group, but you can do it individually too.
-  Sometimes it's interesting for everyone in the group to work alone then come together to compare and combine ideas.





How long will it take?

 60 - 90 Minutes

How hard is it?

Intermediate

What goes well with it?

-  Empathy Map
-  Value Proposition Matchmaker
-  Customer Journey
-  Plus, we'd always recommend you try the Assumption Dump before starting any project 😊



Value Proposition Statement



Our _____
Product/Service/Offer

help(s) _____
Customers or users

who want to _____
Jobs to be done

by _____
Verb (eg, reducing, avoiding) Add a customer/user 'Pain'

and _____
Verb (eg, increasing, enabling) Add a customer/user 'Gain'

unlike _____
Competitor

Our _____
Product/Service/Offer

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Customers or users

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Jobs to be done

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