

Episode 18 - Worksheet

ESTABLISHING SUSTAINABLE RELATIONSHIPS - Creating a Value Proposition



Date :

"You start with the customer experience and work backwards" - Steve Jobs

1. Create a scenario (either between yourself and a customer or yourself and an employer) and come up with your value proposition. (Try to highlight a minimum of 5 values)

2. Where in your life, right now, could you create 3 unique value propositions? What would they be? (This could be as simple as why your spouse should do the dishes and what they get out of it. You can also relate it to business opportunities, employer interactions, etc...)

a.

b.

c.

3. Now that you've learned how to create Value Propositions, let's put those skills to work! If you're currently working, do you think you could create a Value Proposition and show your employer to get a raise, or if you're unemployed, create a Value Proposition to get the job?
