TOOLS FOR THE VALUE LEARNING PROCESS

Mark Packard's Research Illustrates That Value Is A Process.

Green boxes illustrate new content from Episode #55

ENTREPRENEUR

VALUE PROPOSITION

LISTENING

Customer Goals & Preferences, Plus Previous Experiences.

Hi-Low (Calibrate)

Yes-No (Redesign)

Relative Value

Exchange Value

Customer Value

Predicted Value

Experience Value

Value Assessment

$$$$

Monitor

Measure

Apply the High-Knowledge Customer Tool HERE to best assess your new value proposition.

Apply the Mindfulness Tool HERE to focus customers on their consumption experiences.

ECONOMICS FOR ENTREPRENEURS

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