Value Creation

1. Where have we compromised on the tradeoffs necessary for my business to deliver on our value proposition?

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1. Where have we compromised or homogenized our niche? (Imitation? Broaden vs. Deepen? Blurred Uniqueness?)

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1. What are the activities we perform which are not aligned with each other? Where are we producing an inconsistent message?

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1. What needs to happen for all my employees to know exactly what our value proposition is and what activities they must perform to achieve it?

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1. What needs to happen to align my employees’ compensation with “value creation”?

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