

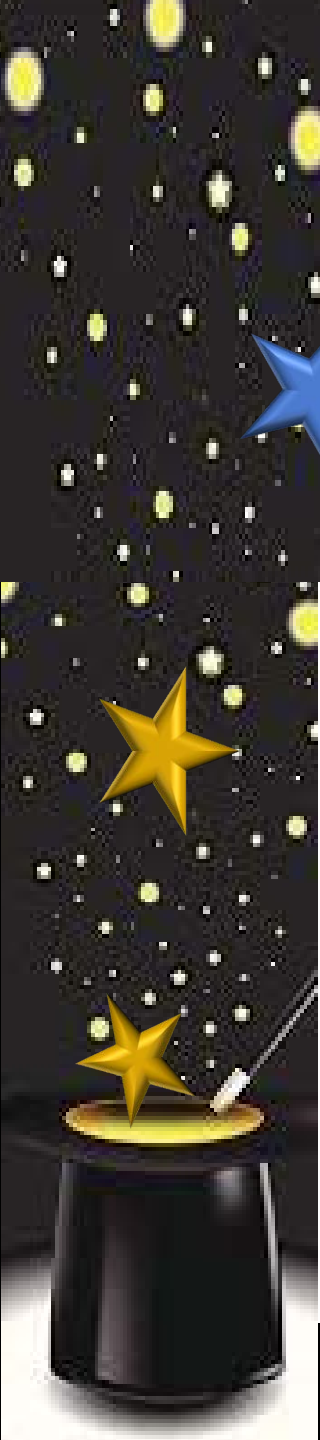


What's Your VALUES

Proposition?

David M. Stearman

Sponsored by Georgia, Carolinas, and Florida APMP Chapters



Value Proposition

One or more distinguishing characteristic(s) of an offering that a prospective customer wants and is willing to pay for.



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Value Proposition

We will deliver **X**

(specific benefits/outcomes/results the customer wants/needs)

by means of **Y**

(specific things we make or do that are different/better than our competitors)

as demonstrated by **Z**

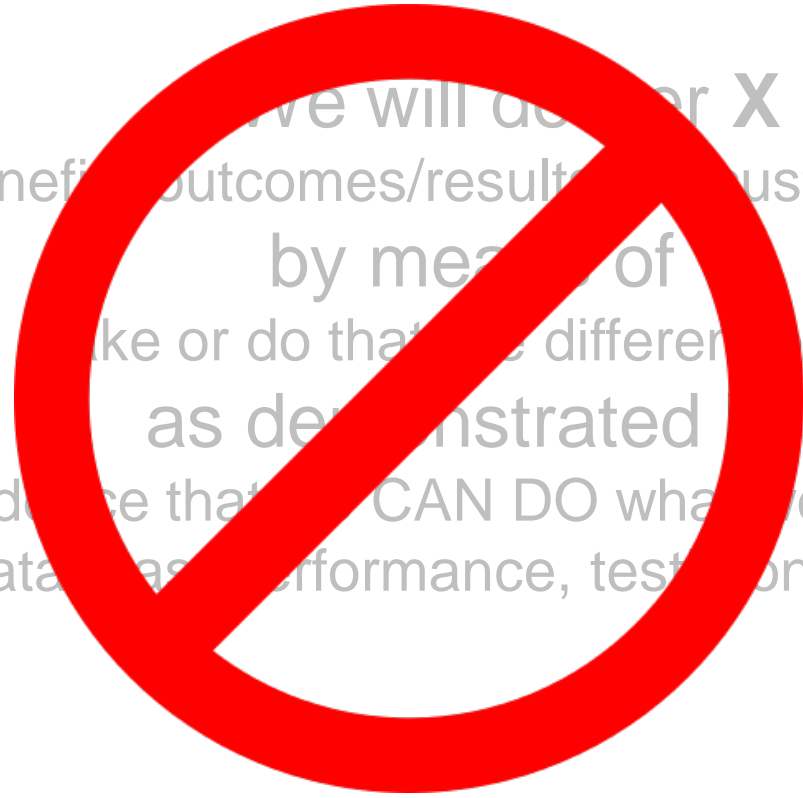
(tangible evidence that we CAN DO what we say we WILL DO—
data, past performance, testimonials, etc.).



Value Proposition



Value Proposition Statement
We will deliver **X**
(specific benefits/outcomes/results that customer wants/needs)
by means of **Y**
(specific things we make or do that are different/better than our competitors)
as demonstrated **Z**
(tangible evidence that we CAN DO what we say we WILL DO—
data, past performance, testimonials, etc.).



VALUES Proposition

A set of fundamental values or beliefs that drive what we do and provide meaning and purpose to our life and work.



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Value Proposition vs. VALUES Proposition

Value Proposition	VALUES Proposition
Transactional	Aspirational/Inspirational
Externally Oriented	Internally Generated
Customer Focused	Self Focused
Features Based	Intention Oriented
Tangible, Substantiated	Intangible



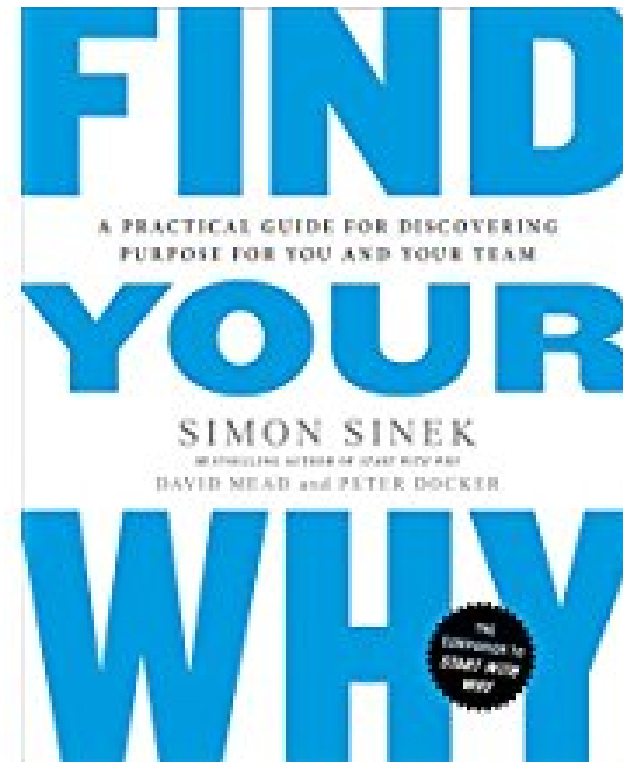
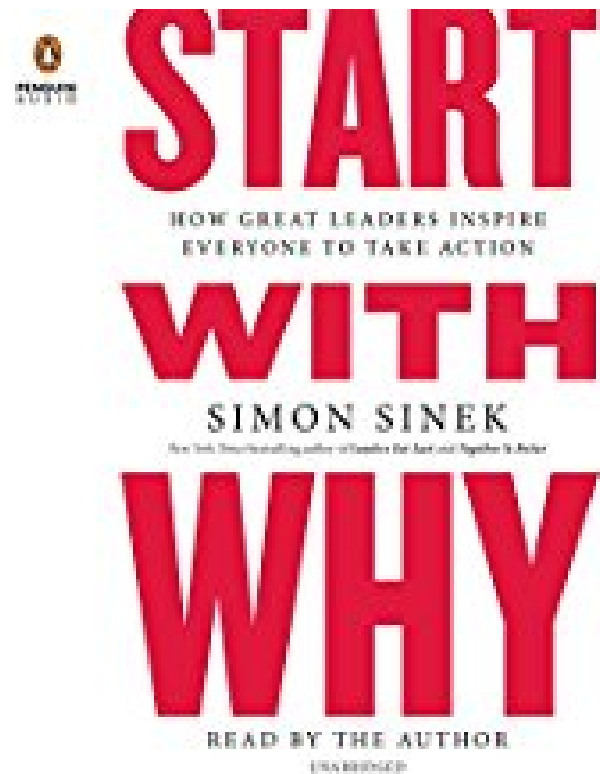
VALUES: What Matters to YOU?



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Start with Your WHY



Priorities

- Faith
- Family
- Country
- Community
- Friends
- Money
- Success
- Influence
- Connections



Priorities

- On a card, list the 5 top Priorities in your life.
- Take no more than 2 minutes to make this list.
- Share your list with your table-mates.



Aspirations, Hopes, Dreams

- Owning a home
- Marriage
- Children
- Financial security
- Retirement
- Travel
- Fame
- Making a difference
- Legacy



Aspirations, Hopes, Dreams

- On a card, list 6 Aspirations, Hopes, or Dreams you have.
- Take no more than 3 minutes to make this list.
- Share your list with your table-mates.



Ethics

- Loyalty
- Honesty
- Integrity
- Courage
- Fidelity
- Fairness
- Diligence
- Compassion
- Love



Ethics

- On a card, list 8 Ethics you live by.
- Take no more than 4 minutes to make this list.
- Share your list with your table-mates.



What's Your VALUES Proposition?

- On a card, write your personal Values Proposition.
- Take 5 minutes to draft your statement.
- Share your Values Proposition with your table-mates.



What's Your VALUES Proposition?



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Questions/Discussion



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Thank You!

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