

# task 1

## GROUPWORK

Critically evaluate how different companies communicate value: Select few company web-sites and search for **value communication examples**.

1. Who are the **target customers**?
2. What are the **goal(s)** addressed?
3. What is the **"bundle of benefits"**?
4. What is the **solution**? (if defined)

What are your observations? How credible is the value proposition?

Please be prepared to share your findings with the rest of the group.

## task 2, A

### GROUPWORK A

#### CASE Grundium

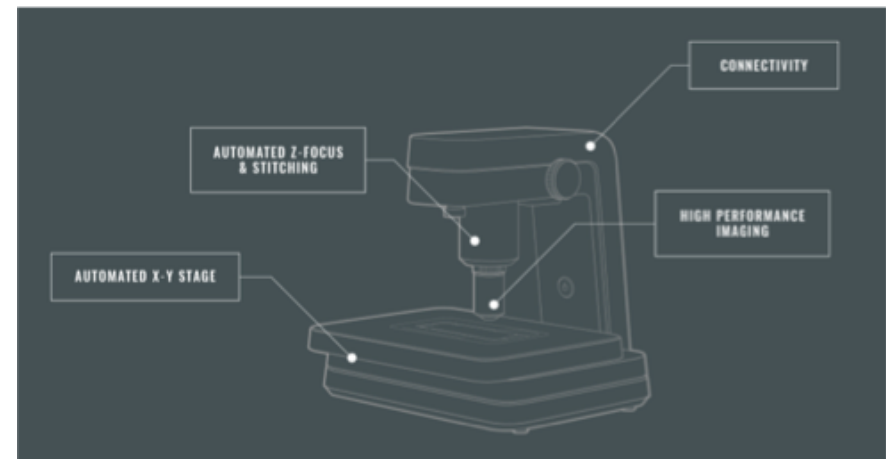
Study the [www.grundium.com](http://www.grundium.com) website (and whatever material you can find)

1. Who is the **customer**?
2. Identify and list the **benefits** achieved by using the Grundium microscope

What did you learn? Prepare to share your findings with the rest of the group

## PORTABLE WHOLE SLIDE IMAGING MICROSCOPE

The Grundium Ocus removes the need for physical slide transfers between the clinic and the lab and enables live telepathology consultations between surgeons and pathologists.



# task 2, B

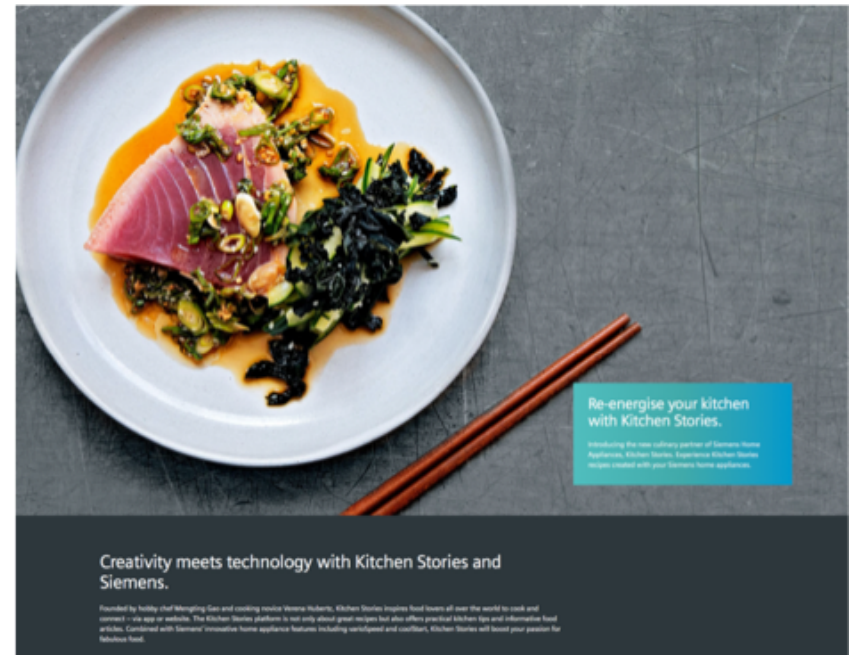
## GROUPWORK B

### CASE Siemens

Study the Siemens home appliances website. By selecting yourself as the target customer, discuss the following points in your groups:

1. What is your “**process**” that Siemens is supporting with their product? Describe the process.
2. Innovate process **improvements** that the manufacturer could implement to improve your process. List your ideas!

Prepare to share your findings with the rest of the group



## task 2, C

# GROUPWORK C

## CASE Whim

Study the [www.whim.com](http://www.whim.com) website. By selecting yourself as the target customer, discuss the following points in your groups:

1. What is your “**process**” that whim is supporting with their service? Describe the process.
2. Innovate process **improvements** that whim could implement to improve your process. List your ideas!

Prepare to share your findings with the rest of the group

## task 2, D

### GROUPWORK D

#### CASE Garmin Index Scale

Study the [www.garmin.com](http://www.garmin.com)

Website for Garmin Index Scale. By selecting yourself as the target customer, discuss the following points in your groups:

1. What is your “**process**” that Garmin Index Scale is supporting with their service? Describe the process.
2. What are the **benefits** that the scale is providing to improve your process?

Prepare to share your findings with the rest of the group



## task 2, ABCD

The **2** questions that help identifying improvement opportunities.

## TRIGGER QUESTIONS

- What problems, “Pains”, can you identify in the process?
- Even if there are no critical pains, there may be improvement opportunities, “Gains” achievable by using new technology, for instance

## task 3, ABCD

## GROUPWORK

Design your value proposition message and describe the key elements of your value proposition by using the **AD-LIB VALUE PROPOSITION TEMPLATE**.

Write your value proposition on a flip-chart and prepare to share your findings with the rest of the group

## task 3, ABCD

# VALUE PROPOSITION

Value proposition is a *bundle of benefits* that address *business goals* of a *specific target group*, and offer *superior value* for the customer. Hence, value proposition *differentiates* from competing alternatives and *resonates* with the stakeholders' value views by addressing timely and salient business concerns.

### EXERCISE

Explain this definition of value proposition in your own words to the person next to you



## task 3, ABCD

The **3** criteria that help selecting the best bundle of benefits.

## SELECTION CRITERIA

- Which identified benefits have the biggest **impact on goal**?
- Which identified benefits **differentiate** from competing alternatives?
- Which identified benefits likely **resonate** best with the customer's own perceptions and preferences?