

2.5.1 Identifying what your Customers want from you

1. You have 10 stickers
2. Using the stickers, vote for what you think your customers want the most from you as a business. Do this step by yourself.
3. You can use a maximum of 3 stickers by item
4. In your groups, let each person share how they voted
5. As a group, revote using a different colour
 1. Ideally, we would like a consensus vote
 2. If there's no consensus, just vote proportionately i.e. in line with what you did individually
 3. Present your findings
6. Let's repeat step 4 as a group

2.5.2 Identifying your Customer Value Proposition Mix

1. You have 10 stickers
2. Using the stickers, vote for the 3 value propositions you offer your clients. Do this step by yourself.
3. In your groups, let each person share how they voted
4. As a group, revote using a different colour
5. Ideally, we would like a consensus vote
6. If there's no consensus, just vote proportionately i.e. in line with what you did individually
7. Present your findings
8. Let's repeat step 4 as a group

2.5.3 Setting Customer Objectives

1. You can work in a team or on your own.
2. Download the Power Point template with the customer objective examples.
3. Navigate to the end of the presentation until you find the “Customer Objectives Template”.
4. Decide which company, business unit or department for whom you will set the Customer Objectives. Change the header of the slide to reflect the business unit or the department.
5. Craft between 2 and 5 Objectives in the Blue Bubbles (the grey bubble are there to guide your thoughts).
6. Its not a good idea to copy and paste somebody else's objectives but if you can't think of realistic financial objectives in time you've been allocated, you are welcome to copy and paste the objectives from the examples in the slide deck.
7. Allocate a spokes person to feedback to the group (provided there is sufficient time).