***Value Mining Context***

**Compare your brand directly to a variety of competitors to discover big hidden advantages.**

Your brand doesn't exist in a vacuum. The value it offers is always relative to the other options consumers have. The best place to go looking for that value is in the gap that exists between you and them. This crucial tactic will help you uncover your edge against various competitors.

1. Compile a list of competitors. These can be your most obvious and direct competitors, or you can use The True Competitor to assemble a more abstract list.

2. Create a second list of the main factual differences between you and each competitor. (Use Only Is Better Than Best to do this step in more detail.)

3. Brainstorm what value might be created for a consumer based on each difference. For example:

Fact: the Nintendo Switch is less powerful than the PlayStation or Xbox.

*Value: this means it can be smaller and therefore portable, opening up new ways of gaming.*

*Tip: remember that seemingly negative differences are just as likely to create value as positive ones.*

4. As a group, discuss these 'value fragments' and answer the following questions to extract potential value offerings to analyze with a Judgement tactic.

*Do any value fragments come up frequently?*

*Can you bundle multiple fragments into an offering? Are there any themes?*