

3 Circles Worksheets

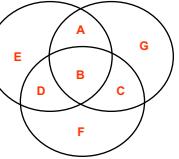
Print off and fill in

Initial Context Definition

CONTEXT:

My goal is to grow (1) _____ **Text** _____ by creating more value for (2) _____ than (3) _____ does.

Worksheet 1: Attributes and importance. Think through customer attributes (reasons people buy). How important are they?

DATE: COMPANY: PRODUCT / SERVICE: © 2010 Urbany and Davis	 SEGMENT DESCRIPTIONS		
How important is each reason to each segment? (give a rating of L, M, H in each cell below)			
TOP 10 Attributes	Segment 1	Segment 2	Segment 3
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
Who are the key competitors for each segment?			

Worksheet 2 expanded

DATE: PRODUCT / SERVICE: SEGMENT:	CUSTOMER VALUE BASICS				
	How important is this attribute/ benefit to customers (L, M, H?)	How do customers rate US on this attribute / benefit?	How do customers rate THEM (the competitor) on this attribute / benefit?	Model Area?	
© 2010 Urbany and Davis		1= Below 2 = Meets 3=Exceeds	1= Below 2 = Meets 3=Exceeds	A, B, C, D, E, F, or G?	Consequences, Values -- why are these reasons important to customers?
TOP 10 ATTRIBUTES	Importance	US	THEM		REASONS
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Sorting is about breaking down customer value into strategic pieces.

Customer's Assessment of Us vs. Competitor	Attribute importance	Area into which Attribute/ Reason would be sorted
Better than competitor	Moderate - High	Area A
Same as competitor	Moderate – High	Area B
Worse than competitor	Moderate - High	Area C
Both are below expectations.	Low	Area D
We're below expectations, competitor is better	Low	Area F
Competitor is below expectations, we're better	Low	Area E
Neither of us offer this attribute - what problems have you heard about, what unmet needs exist, what value might be added?	Moderate-High	Area G

Your 3 Circle Designs

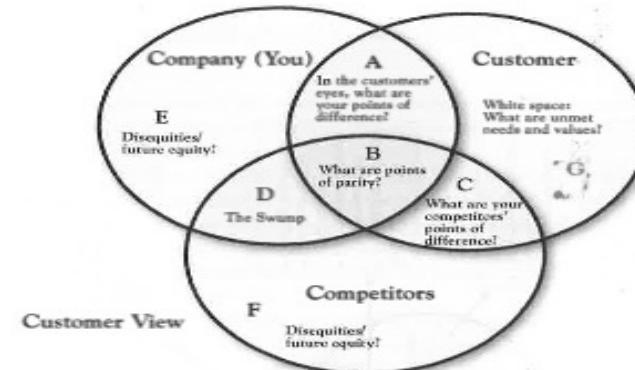


Figure 5.2. Three circles: The outside view.

Table 5.2. Sorting Rules: Identifying Categories of Value

Customer's assessment of us vs. competitor	Attribute importance	Area into which attribute/reason would be sorted
Better than competitor	High	Area A
Same as competitor	Moderate-high	Area B
Worse than competitor	High	Area C
Both below expectations	Low	Area D
We are below expectations; competitor is better	Any level	Area E
Competitor is below expectations; we are better	Any level	Area F
Both are below expectations Brainstorm: what problems have you heard about, what unmet needs exist, what value might be added?	Moderate-high	Area G

Worksheet 3 What you need to make the improvement/change

Reasons Attributes-the 2 selected	Resources and Assets	Capabilities	Activity Sets	Value Networks
1.				
2.				
3.				
4.				
5.				