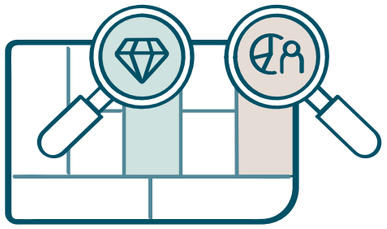
building **BRIDGES**

VALUE PROPOSITION HYPOTHESES



Find out for yourself if our services are useful to you and help you achieve your personal "Customer Jobs".

VALUE PROPOSITION

We enable you to deliver the right thing at the right time!

CUSTOMER SEGMENT

This could be your company

Products & Services

WORKFLOW SYSTEM DESIGN

AGILE- & INNOVATION CULTURE

BUSINESS- & INNOVATION STRATEGY

Gain Creators

- Customer centricity
- (In)validate business ideas
- Evidence based funding of ideas – pick the winners
- Create new Value Propositions and refine existing ones
- Regular surveys
- Create a safe and appreciative space where meaning can be found so that employees are motivated to give their best
- Actively integrate employees in the change
- Create regular touchpoints of communication
- Increase predictability for stakeholders & customers
- Create transparency
- Aligned delivery of Objectives & Key Results

Pain Relievers

- Co-create sustainable innovation culture
- Teach Coaching Skills
- Teach Leadership Skills
- Lean Change Management Know-How
- Regular Business Model Assessments to adapt existing Business Models
- Create new ideas how to disrupt competitors
- Create mechanisms to outperform competitors' business models
- Create protection mechanisms to be save from disruption
- Visualization of the worksystem topology
- Reduce waiting times
- WIP Limits
- Pull System
- Create focus and get work done
- Identify and remove blockers
- Visualize and tackle dependencies

Gains

- Get high rankings in employee surveys
- Be perceived as successful from outside
- Employees take responsibility
- Get "Good place to work" awards
- Low fluctuation
- Better partner relationships
- Faster time to market
- Long-term job security
- Lovable brand
- High margins
- Better customer relationships
- Make more money

Pains

- Loss of face in failure
- Not attractive for new talents
- Conflicts in interests between departments
- People are not allowed to do the necessary things to be innovative (e.g. test hypothesis)
- Competition is more successful
- Disruption through competition
- Low leadership guidance
- Markets change quickly
- Priorities are constantly shifting
- Efficiency problems
- Too many dependencies
- Turnover decreases
- Time to Market is too slow
- We are not able to handle complexity

Customer Job(s)

- Have top experts
- Find new talent
- Grow existing businesses
- Make businesses more efficient
- Protect existing businesses
- Optimize key ressources
- Create new businesses
- Reduce costs
- Develop new products
- Deliver on time
- Increase revenues
- Conquer new markets

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