
The Value Matrix

Using a 4 Box Model to Determine Where to Focus Your Energy and Comms

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How To Make Sure Your Proposition Sells

Brand focus	What we are bad at	What we are good at
What our customers care about	B	A
What our customers don't care about	D	C

What To Do Next

Group		Action
A	We are good at this and our customers care about it	Make this the heart of your proposition and communications
B	Our customers care about this but we are bad at it	Determine what you need to do to become good at it. Only promote it once you are
C	We are good at this but our customers don't care about it	Either work hard to make sure your customers really understand why this is important (be absolutely explicit about the fear or greed consequences) or drop it
D	We are bad at this and our customers don't care about it	Examine why you ever thought to mention it in the first place. Stop doing so

How Are We Perceived?

Customers

Investors

Competitors

Press

What To Do Next

Look at the **commonalities** across the groups

- _ Embrace repeated positives: be sure they are part of your proposition, embed them into your communications
- _ Investigate repeated negatives, are these real? If so, how will you address them? If not, how will you change perceptions?
- _ Compare your Brand I to the perception 4 box. Are there core concepts in your Brand I that are not perceived by any of your stakeholders?
- _ Consider how you can use positives from one group to fill perception gaps in another e.g.
 - Customer testimonials to investors
 - Press quotes to customers

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