

DISCOVERY: BUSINESS DRIVERS

Name: _____



Circle what matters most to achieving your business goals?

INSPIRATIONAL VALUE

PURPOSE



Vision



Hope



Social responsibility

INDIVIDUAL VALUE

CAREER



Network expansion



Marketability



Reputational assurance

PERSONAL



Design & aesthetics



Growth & development



Reduced anxiety



Fun & perks

EASE OF DOING BUSINESS VALUE

PRODUCTIVITY



Time savings



Reduced effort

ACCESS



Availability

RELATIONSHIP



Responsiveness



Expertise



Decreased hassles



Information Transparency



Transparency



Variety



Commitment



Stability



Cultural fit



Organization



Simplification



Connection



Integration



Configurability



Risk reduction



Reach



Flexibility



Component Quality

OPERATIONAL

STRATEGIC

FUNCTIONAL VALUE

ECONOMIC



Improved top line



Cost reduction



Product quality

PERFORMANCE



Scalability



Innovation

TABLE STAKES



Meeting specifications



Acceptable price



Regulatory compliance



Ethical standards

DISCOVERY: CURRENT SITUATION

Name: _____

WHAT WORKS WELL NOW

ISSUES YOU WANT SOLVED

WHY DO YOU THINK THIS WOULD WORK FOR US?

WHAT DOUBTS DO YOU HAVE?