Creating your social value proposition

+ Combine your Value Map and Customer Profile to create your Value Proposition

VALUE MAP

GAIN CREATORS
How do your offerings create supporter gains? Include: functional use, social gains, positive emotions, higher impact, and cost savings.
Help customers feel better or sleep soundly?
Deliver solutions that your customer wants or needs?
Create positive social or emotional consequences?
Fulfil a dream or ambition for them and those they love?

PAIN RELIEVERS
How do your offerings alleviate customer pains? Include: functional use, social gains, positive emotions, higher impact, and cost savings.
Eliminate or reduce anxiety or unwelcome costs?
Mitigate risks or common concerns they experience common concerns?
Reduce or eliminate barriers to adopting solutions?

OFFERINGS
Which offerings is your value proposition is built around?
Which of these help your customer do a functional, social, and emotional job, and satisfies basic needs?

CUSTOMER PROFILE

GAINS
Which benefits does the customer want? Include: effectiveness, social gains, emotions, and cost savings.
Which savings would make your customer happy?
What outcomes does your customer expect?
How do current solutions delight customers?

PAINS
Which negative emotions/experiences does the customer not want? Include as above.
Which costs make your customer unhappy?
What outcomes/failures does your customer dread?
What barriers are there to adopting new solutions?

CUSTOMER JOB
What’s the
— social
— functional
— emotional
job your customer wants to succeed at?

Customers include: supporters, donors, funders and users

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