# VALUE PROPOSITION EMBEDDING ACTION PLAN

## **EMBEDDING STEPS**

There are several steps to consider in turning a short-term improvement into a sustainable change.

You should consider how often you want to review your approach (and returning to this topic will be a useful way to do this). You can also consider where you can become better over time, and what longer term actions you need to take.

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| **VALUE PROPOSITION EMBEDDING IDEAS** | |
| **Keep the value proposition up-to-date** | Reviewing the **vision**, **mission** and **values** of your business and looking at how your value proposition aligns to them. |
| **Scrutinize your value proposition** | Doing a ‘deeper dive’ into your value proposition. There are lots of online resources on the value proposition canvas that can help you to work on this in more detail. |
| **Opportunities to expand your portfolio** | Extend this work across your entire portfolio of products and services and use it to identify where you could introduce new ones that align with the rest of your portfolio and your overall business. |

## **INSTRUCTIONS**

Use this documentto build an **Embedding Action Plan** for **Value Proposition**.

Additionally, you can use this as a template to take notes on what you’ve learned or record your thoughts about how the topic impacts your business.

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_** | **Topic:** |
| **How often will you review this topic / your approach?** |  |
| **Where will you get new information from?** |  |
| **What other support do you need to access?** |  |
| **Other notes and ideas:** |  |

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| Action Reference | Action | Who is responsible for implementing the action? | What is the planned deadline for the action? | How will you measure the success of this action? |
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