# VALUE PROPOSITION IMPROVEMENT ACTION PLAN

## **IMPROVEMENT IDEAS**

Here are **three improvement ideas** for **Value Proposition**.

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| **DOING BUSINESS BETTER IMPROVEMENT IDEAS**  |
| **Marketing Communications** | If your value proposition is a close match to your customers’ interpretation of it, then look at how you can capture that in a few key phrases to fuel your marketing communications. |
| **Focus Group** | If your value proposition shows some gaps to your customers’ perceptions, then consider running a focus group to explore why this is and where you could close that gap. |
| **Website Review** | Undertake a website review, looking at how a customer would understand your value proposition from it – as your most important ‘shop window’ to the world your value proposition should come through loud and clear. |

**CREATING AN IMPROVEMENT ACTION PLAN**

## You can decide which priorities you want to capture with an *improvement action plan* that will ensure that you:

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| **Self-Reflect** | Take time to reflect and think about your analysis, what has happened before, what actions have brought about success or partial success and what actions have not helped |
| **Clarify** | Clarify your main objectives and identify what change is required |
| **Identify** | Identify your progress and measures of success that contribute towards your main objectives  |

These priorities could be one action against each of the *Improvement* suggestions above or multiple actions against one or two suggestions. If the topic so far has sparked some different ideas of your own, feel free to include these actions as well or instead of the ones we have suggested.

**INSTRUCTIONS**

Use this documentto build an **Improvement Action Plan** comprising **your top 3 priorities** for **Value Proposition**.

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 1:**  |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…**  |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 2:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…**  |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 3:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…**  |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |