

Value Proposition Development



"In order to assess progress effectively, we believe it is vital to create a simple set of measures that can be easily explained and understood by the whole organisation and which shows progress, in the context of the market, allowing diagnosis of issues that need to be refined.

NPS is an important and valuable measure of success which can be used to denote success both internally and externally: importantly, NPS should be underpinned by tangible attributes that can be addressed directly and linked to KPIs."

Ben Bolton
Managing Director

Objectives

- Develop a new value proposition for [company]
- Enable the [company] to communicate with clients and prospects) in a way that ensures it will be first choice for the work at which it excels and that will enable it to grow profitably.

Approach

Proposition initiation

Establishing the reason for defining a clear proposition based on initial desk and qualitative research.

Leadership interviews and workshops

Understand the current views of the leadership, agree areas of scope and articulate challenges.

Proposition research

In-depth interviews among clients and prospects to understand priorities and needs in the context of the market.

Workshops and development

Discuss the findings of the research and begin developing a draft proposition and its supporting KPI's.

Final proposition agreed and signed off

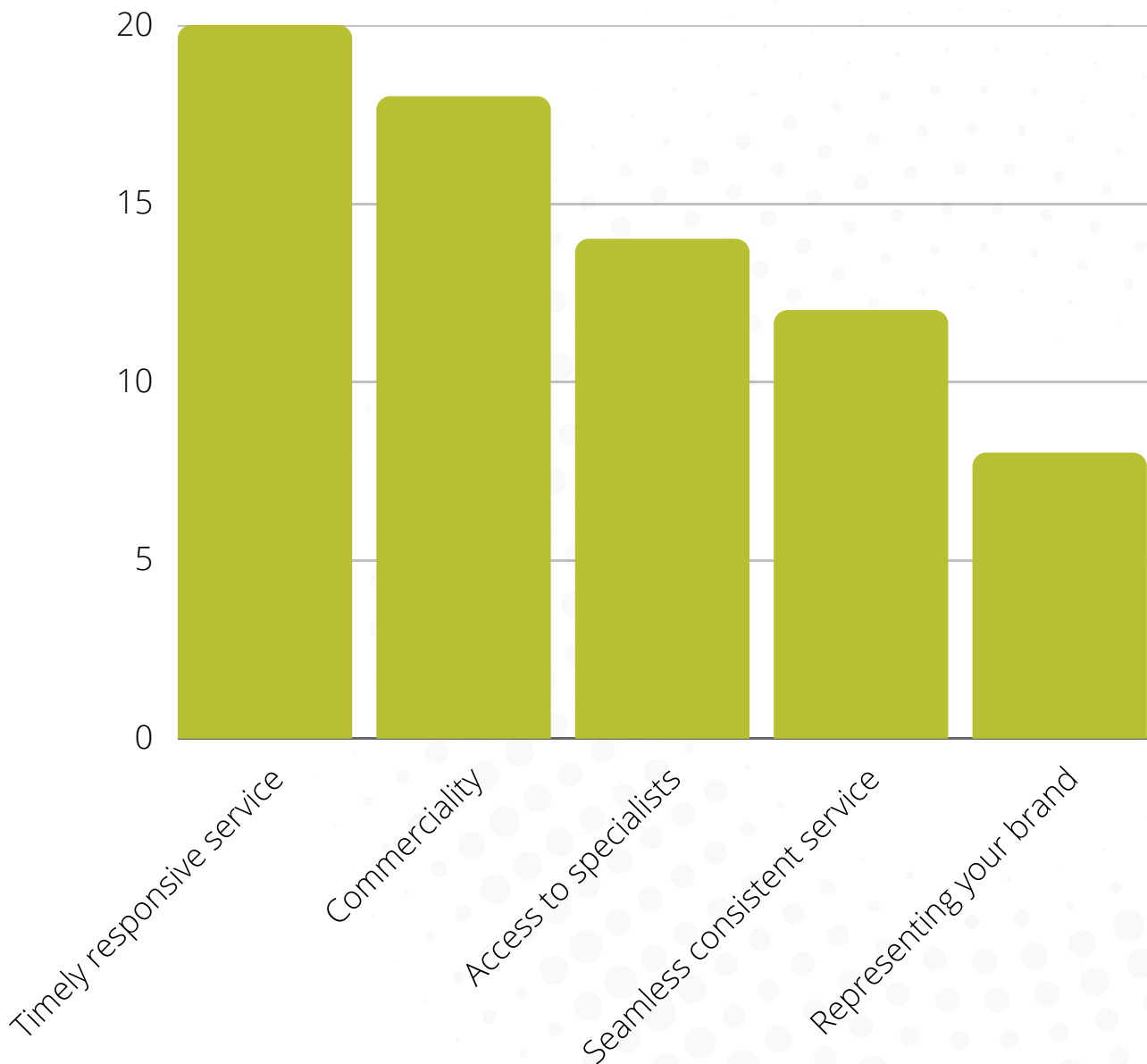
A presentation of research, written value proposition, recommendations on core service strategy and future strategic development.

Examples of deliverables

Facilitated workshops

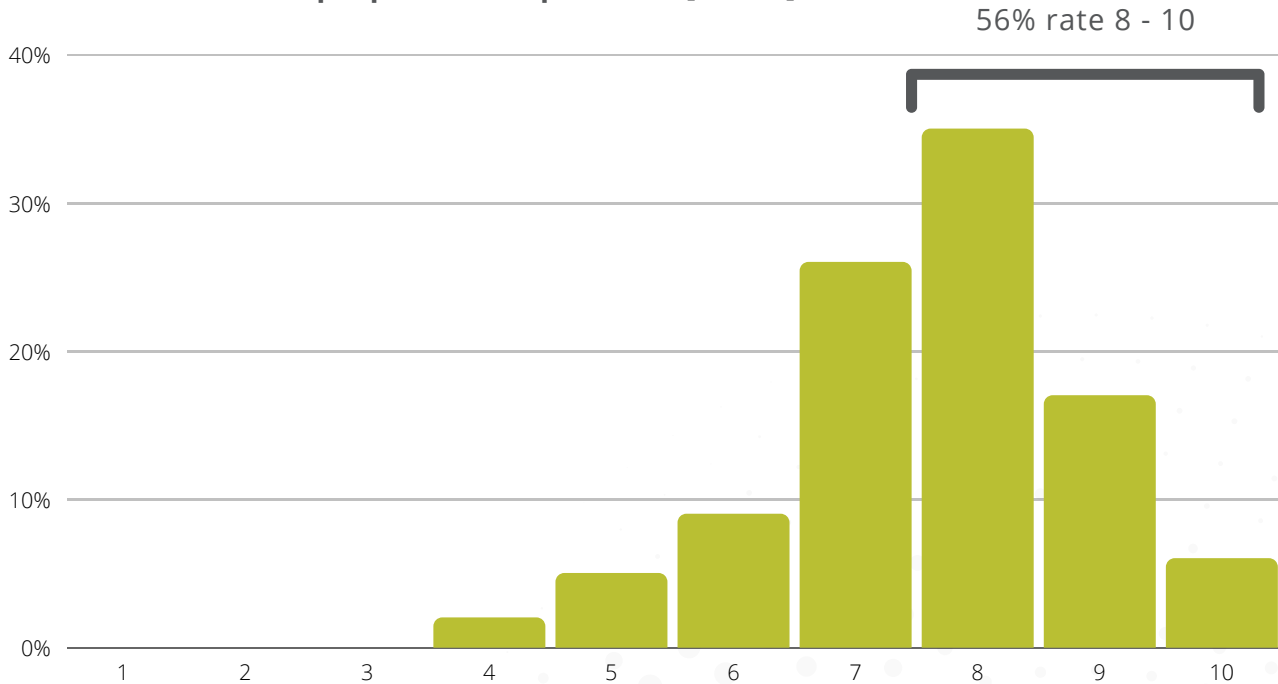
- Workshop 1: Communications
- Workshop 2: Internal engagement
- Workshop 3: Enhanced client experience
- Workshop 4: Technical and operational enablement

Perception of client values



Examples of deliverables

How well the value proposition represents [client]



Build your own project

We work with your team to develop the actions plans you need to succeed.

Utilising Gracechurch's existing benchmarking data in conjunction with bespoke research will identify 2-3 "massive actions" the team can rally behind and execute.



Want to know more?



www.gracechurchconsulting.co.uk



info@gracechurchconsulting.co.uk



+44 (0)203 865 1578

Follow us



Gracechurch.

