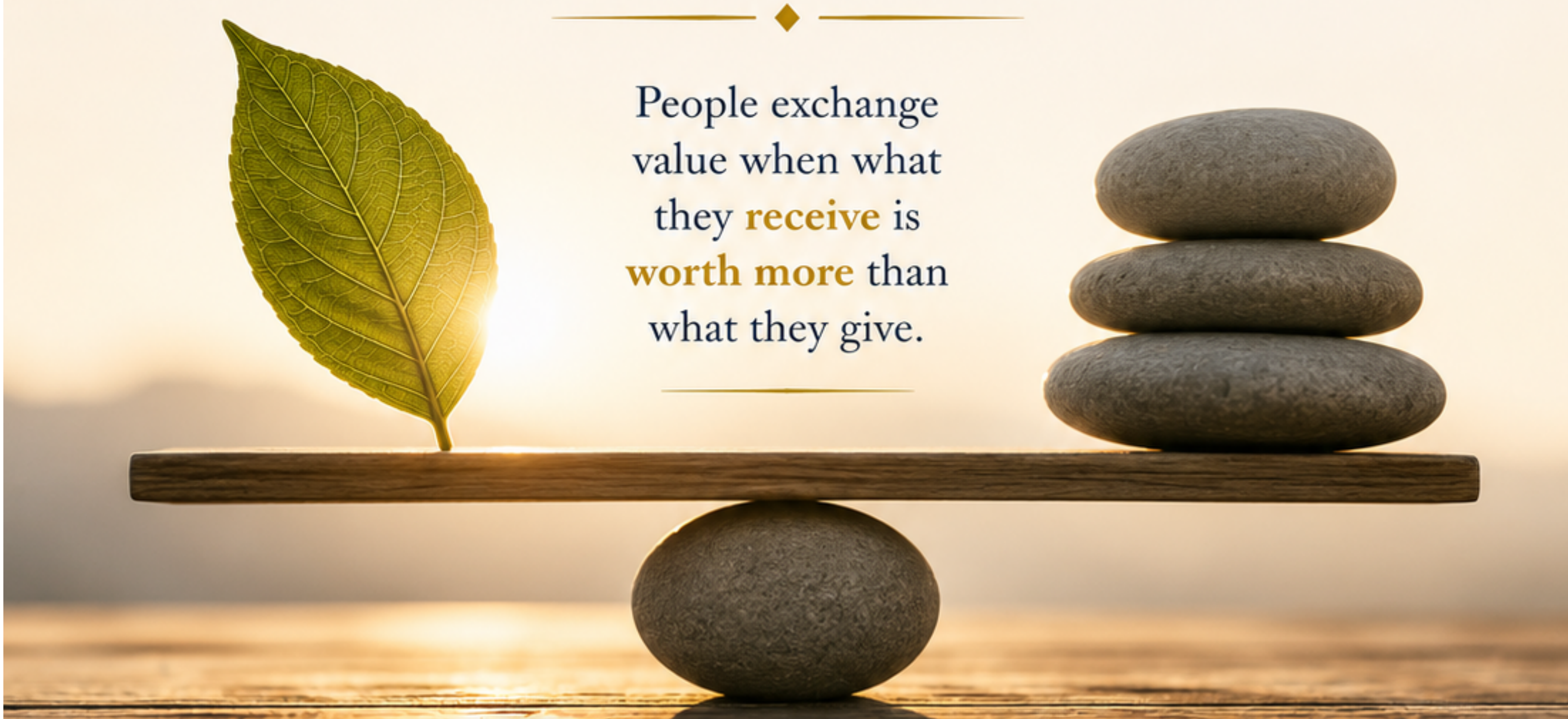
VALUE DESIGN

FIND THE NEED. INCREASE THE VALUE. IMPROVE THE EXCHANGE.

People exchange value when what they **receive** is **worth more** than what they give.



ACTIVATION EXERCISE WORKSHEET

SEE THE NEED THROUGH THEIR EYES

CREATE VALUE THEY DESIRE

IMPROVE THE EXCHANGE

INCREASE INCOME THROUGH VALUE

DESIGNED BY GOD. DELIVERED THROUGH YOU.

VALUE DESIGN

Find the Need. Increase the Value. Improve the Exchange.

Time to Complete: 25–30 Minutes

THE PURPOSE OF THIS ACTIVATION

Money is exchanged when people perceive that what they will **receive** is worth more to them than what they must **give**.

That means increasing income does not begin with money.

It begins with **value**. And value doesn't begin with your product.

It begins with the **person you serve**.

This activation will help you examine one real product, service, offer, skill, or contribution and answer: **HOW CAN I MAKE WHAT I OFFER MORE VALUABLE TO THE PERSON I SERVE?**

STEP 1 — CHOOSE ONE VALUE OFFER

Suggested time: 2 minutes

Don't evaluate your entire business. Choose **ONE** product, service, offer, or contribution.

What am I evaluating?

Who specifically is it designed to serve?

For the remainder of this exercise, evaluate everything through **their eyes—not yours**.

STEP 2 — START WITH THE NEED

Suggested time: 3 minutes

Value begins with need.

Water may have very little value beside a flowing river but enormous value to someone dying of thirst.

The resource didn't change.

The context did.

Think about your customer.

What do they NEED?

What problem are they trying to solve?

How significant is that problem to them?

LOW — MODERATE — HIGH — URGENT

What is that problem costing them if it remains unsolved?

Now ask:

AM I SOLVING A PROBLEM THAT MATTERS ENOUGH?

STEP 3 — DEFINE THE TRANSFORMATION

Suggested time: 4 minutes

Customers don't ultimately buy products.

They buy the **transformation the product makes possible**. So describe your customer's journey.

BEFORE

What is true before they use what you provide?

AFTER

What becomes different afterward?

Now make it simple:

FROM: ____

TO: ____

Why does that transformation matter to them?

If you cannot clearly describe the transformation, your customer may struggle to recognize the value.

STEP 4 — SEE VALUE THROUGH THEIR EYES

Suggested time: 3 minutes

You do not determine value by yourself. The **receiver** participates in determining value.

Something can be valuable in your eyes and still have little perceived value to your customer.

Answer from the customer's perspective: **Do they clearly WANT the result I provide?**

Do they believe they NEED it?

Do they understand WHY it matters?

Is it better than their available alternatives?

Now identify the gap:

The thing my customer may not yet understand about my value is:

STEP 5 — TRANSLATE FEATURES INTO FRUIT

Suggested time: 4 minutes

Features describe what something **contains**.

Value describes what those features **accomplish for the customer**.

Choose three important features of your offer and translate them.

FEATURE #1

We provide:

Which means the customer can:

FEATURE #2

We provide:

Which means the customer can:

FEATURE #3

We provide:

Which means the customer can:

Now finish this sentence:

"People don't really pay me for ____________________. They pay me because it helps them ____________________."

STEP 6 — INCREASE UNDERSTANDING

Suggested time: 3 minutes

A customer cannot value something they do not understand. You may have an excellent solution that appears ordinary because its value has not been communicated clearly.

What part of my offer do customers most frequently misunderstand, overlook, or underestimate?

What could I say, show, demonstrate, compare, or explain that would make the value clearer?

Write one simple sentence: **"This matters because…"**

Remember:

CLEAR COMMUNICATION DOESN'T CREATE FALSE VALUE.

IT HELPS PEOPLE RECOGNIZE REAL VALUE.

STEP 7 — REDUCE THE TOTAL COST

Suggested time: 3 minutes

Price is only **one** cost.

Your customer may also be considering:

- time
- effort
- complexity
- uncertainty
- inconvenience
- learning difficulty
- emotional risk
- disruption
- opportunity cost

Besides money, what is the greatest "cost" of doing business with me?

What friction could I remove?

What could I make...

FASTER? ____

EASIER? ____

SIMPLER? ____

SAFER? ____

Sometimes you increase value without adding anything.

You simply remove friction.

STEP 8 — RUN THE TRUST & DELIVERY TEST

Suggested time: 3 minutes

Promised value gets attention.

Delivered value builds relationships.

Ask yourself: **What do I currently promise?**

What does the customer actually experience?

Is there a gap?

YES / NO

If yes:

What needs to improve?

Now ask:

What would make someone more confident that I will actually deliver what I promise?

Trust increases perceived value because it reduces perceived risk.

STEP 9 — FIND YOUR VALUE LEVER

Suggested time: 2 minutes

Review your answers. You probably do NOT need to change everything. Find the **ONE adjustment** that could create the greatest increase in customer value.

My greatest opportunity is to:

- solve a more important problem
- create a greater transformation
- serve the right person
- communicate value more clearly
- translate features into outcomes
- reduce friction
- improve timing
- lower the customer's total cost
- strengthen trust
- improve delivery
- make the value easier to multiply

My #1 VALUE LEVER is:

Improving this would increase value because:

STEP 10 — THE 72-HOUR VALUE ACTIVATION

Suggested time: 3–5 minutes

Now turn insight into action.

Within the next **72 hours**, make ONE concrete improvement to the value you create, communicate, or deliver.

You might:

- talk to a customer about what they really need
- improve an offer
- solve a more valuable problem
- rewrite a benefit
- simplify your buying process
- remove an unnecessary step
- improve onboarding
- demonstrate your value differently
- strengthen a guarantee or expectation
- improve delivery
- follow up with a customer
- ask for feedback
- turn one feature into a clearly communicated outcome

My 72-Hour Value Activation

The value lever I am improving is:

Within the next 72 hours, I will:

This should create more value by:

I will know I completed the activation when:

FINAL REFLECTION

Complete these four statements:

THE NEED I SERVE IS:

THE PROBLEM I SOLVE IS:

THE TRANSFORMATION I CREATE IS:

THE VALUE I DELIVER IS:

Now ask yourself one final question:

"IF I WANTED TO INCREASE MY INCOME, WHAT IF I STOPPED ASKING HOW TO GET MORE MONEY AND STARTED ASKING HOW TO CREATE MORE VALUE?"

What would you change?

• FIND A REAL NEED • SOLVE A MEANINGFUL PROBLEM • CREATE A VALUABLE TRANSFORMATION • MAKE THE VALUE EASY TO UNDERSTAND • REMOVE THE FRICTION • DELIVER WHAT YOU PROMISE • MULTIPLY THE VALUE • LET THE EXCHANGE FOLLOW