

# WaddyFletch

## Value Pillars & Difference Map Questions

### Value Pillars

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Before we can effectively and memorably tell our story, we must understand some truths about our company, our industry, our customers, and our competition. We must acknowledge our shortcomings, think strategically and smartly about how to overcome them and be steadfast in our efforts to do so. We must not take for granted our strengths, instead, constantly build upon them, and use them to launch our business to the next level of possibility.

#### **What is our Default Position?**

- What is it that your company does?
- *Answer factually, from an internal perspective.*

#### **What are our Unique Assets and Capabilities?**

- Include People, Processes, Perspectives, Proprieties that make you different, unique.
- *Should include not just obvious advantages, but untapped, unused ones as well.*

#### **How Do we Engage with our Customers?**

- Include the “above and beyond” of simple communication.
- This could be special account services, comprehensive reporting & analysis, executive learning sessions, on-site personnel, special technologies, consultative services, dedicated client help desk, etc.

#### **What is our Market Focus? Experience?**

- What segments do you focus on? Specific client verticals?
- *Be sure to list all, no matter how obscure. Include cumulative experience or specially trained personnel (e.g., 80% are supply chain/logistics veterans).*

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## What are our Existing Strategic Relationships?

- Are there associations that you tap into to achieve desired results? Do these set you part and help achieve success?
- *This can be professional organizations or other non-competitive businesses that help you deliver for clients.*

## What is our Corporate Vision?

- In high-altitude terms, what is it you hope to achieve, change, introduce to/for the world, your industry, clients, colleagues?

## Difference Mapping

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Difference Mapping is a process of introspection that brings forward truths about our company, our customers, and ourselves. This process helps us realize and recognize both our shortcomings and our strong points. It should point to opportunities for growth, both in a personal sense and in terms of business. Difference mapping creates a path upon which to tell our story, steering us away from obstacles and toward success.

### Truth About Our Company

- List as many positive statements about what makes you different as you can. What are your secret sauces? What sets the company apart?
- *These should cover people, process, proprietary products, values, culture...*

### Truth About the Industry

- Give an overview of what your industry is about? What are the factors that impact not just our competitors, but ours as well?
- *These should be pretty general statements for your competitors and you. Client's truths as long as they relate to providers, should be included (e.g. clients are all very active in trade-wide activities).*

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## **Truth About People We Serve**

- What are your clients' pain points? External factors that contribute (outdated tech, tech progress, overburdened systems, etc.)? Are there demographic/cultural considerations?
- *This can be specific or very general.*

## **Why Do We Exist?**

- What products or solutions make you money? What do your clients want from us? What do we want to do to the world and our industry? What specific goals exist for the business?

## **Who Are We For?**

- Specifically, who is the target client decision maker (CFO, CIO, Procurement Lead, etc). Who is the gatekeeper, if typical)?

## **How Can We Change Their Feelings?**

- How do we get from "Pain Points" to "Let's Try this Solution").

## **What is their Perception of our Company?**

- Please list for both existing clients and desired clients.
- *Include the Good, Bad and Ugly.*

## **What do Clients Really Want/Need?**

- What services/products/support will help them alleviate their pain points and achieve their business objectives?
- *This should be both from their perspective and from industry truths (keep in mind what we can deliver).*