

Value Discipline Components Worksheet

Customer Intimacy	
Value Proposition	<ul style="list-style-type: none"> • They provide the solution best tailored to my needs:
Product	<ul style="list-style-type: none"> • Their services can be easily customized with other services: • They customize their offerings to ensure that I get what I need:
Price	<ul style="list-style-type: none"> • While their price is not the lowest, the price doesn't matter because I get precisely what I need:
Convenience	<ul style="list-style-type: none"> • On a case-by-case basis, they can make exceptions to provide enhanced service for me:
Service	<ul style="list-style-type: none"> • They are my partner and I depend on them heavily to anticipate, understand and meet my needs: • I work with the same person or group of people every time I need service: • They know everything about my needs and frequently contact me proactively if they can make my life easier :
Impression	<ul style="list-style-type: none"> • I am special:

Operating Model Components Worksheet

Customer Intimacy	
Key business processes	<ul style="list-style-type: none"> • Customer knowledge and relationship management; “mass-customization”: • Emphasize flexibility and responsiveness:
Organization and skills	<ul style="list-style-type: none"> • Empowerment close to point of customer contact: • High skills at boundary of the organization:
Management systems	<ul style="list-style-type: none"> • Customer lifetime profitability: • Customer satisfaction / share of wallet driven:
Information and Systems	<ul style="list-style-type: none"> • Production system reflecting specific customer requirements and specifications: • Technology enabling customization:
“Rules” and norms	<ul style="list-style-type: none"> • Customer-driven: • Variation and “have it your way” mindset: