

Value Proposition Workshop

“Unleash the potential of your ideas, products and services with the Value Proposition Canvas”





Decipher customers and markets better with our Value Proposition Workshop.

The Value Proposition Workshop is a tailored learning experience to equip teams, employees and individuals to gain the expertise to infuse value into the customer experience. Through this intense workshop, you understand how to ensure a seamless alignment between your product or service and the ever-evolving market.

Let the session empower you to extract invaluable insights, foster innovation, and craft impactful value propositions.

Key Learnings

Master the Value Proposition Canvas by developing a deep understanding of the VPC framework, a pivotal tool in modern business strategy. You will:

- Acquire the skills to analyze ideas in the context of the value they promise to deliver to customers.
- Learn evaluating ideas in relation to market dynamics, competition, and customer needs
- Fine-tune your concepts to align with real-world demands.
- Hone your abilities to refine ideas and construct compelling value propositions for your products or concepts.
- Gain insights into the strategic planning process, enabling you to chart the course for your ideas or products effectively.



What?

Join us for a 5-hour workshop where we will work collaboratively and gain insights with cross-functional teams.

In this interactive and hands-on experience, participants will gain a comprehensive understanding of the Value Proposition Canvas and explore the relation between the Customer Profile and the Value Proposition.

Why?

The Value Proposition Workshop empowers you to:

- Transform ideas into tangible, market-ready solutions without squandering precious resources, budgets, or time.
- Strengthen collaboration across disciplines and geographical boundaries by nurturing a shared language focused on value propositions.
- Immerse your teams in strategic tools that generate practical outcomes.
- Foster an entrepreneurial culture by instilling creativity, adaptability, and a results-driven mindset.

Who should attend?

This program is tailor-made for individuals seeking to propel their careers and organizations to new heights. Whether you're

- An aspiring product developer,
- An experienced marketer,
- A budding entrepreneur,
- A seasoned professional, or
- A visionary leader

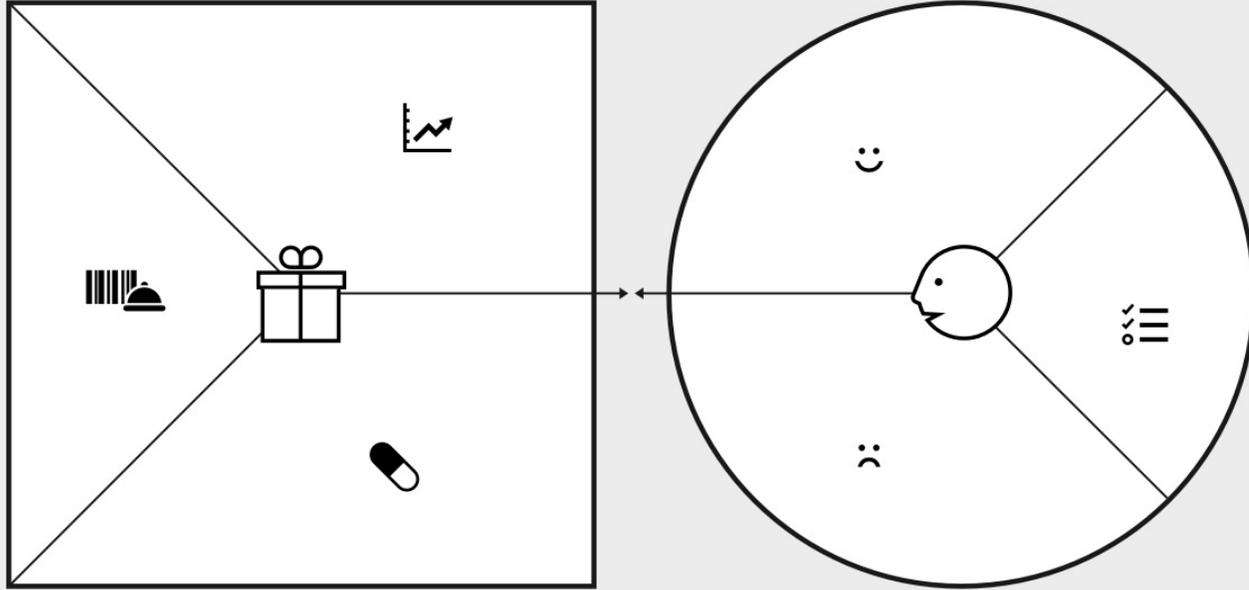
this course is your gateway to mastering the art of creating propelling value propositions.

Tap into the VPC mastery, when you...

- Are ready to explore and design groundbreaking business concepts beyond your comfort zone.
- Approach with an inquisitive mindset.
- Seize numerous opportunities to apply your newfound knowledge in your everyday professional life.
- Want to dive into this transformative journey and unlock a world of innovation and strategic growth.



The Value Proposition Canvas



Strategyzer



Course Summary

This tailored learning experience lets you take off with the capacity to create value that resonates with your target audience by mastering your customer profile and value proposition.

Effectively leverage the VPC framework in various strategic contexts to

- Achieve a comprehensive market evaluation,
- Turn vision and ideas into reality by crafting persuasive value propositions,
- Dive into strategic planning,
- Enhance collaboration and effective teamwork, and
- Cultivate an entrepreneurial culture.

You get!

- A comprehensive 5-hour crash course on Value Proposition, guided by an expert methodology specialist.
- Exclusive course materials and a methodology reference guide to facilitate ongoing learning and application.
- Effective learning and personalized attention with a maximum of 12 participants per workshop.
- Abundant opportunities to hone your skills through engaging case studies and real-world projects.
- Certificate of attendance
- 1:1 coaching for 30 minutes to deep dive into your project.
Location: online via Zoom

Tools: Zoom, Mural





Christine Wenzel



Joern Bruecker



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Tailor-made, customizable sessions are available on demand to meet the specific needs of your organization.

For more details, please contact us.

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The Business Model Canvas Workshop is a co-work of Design at Business and JCW Evolution. Find out more!



Design at Business



JCW Evolution

