

Toolkit: The Product VCP





How to use this document

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Each template has blue writing for you to edit and complete the template.

If you have any question, please feel free to contact me - Dave@righttoleft.co.uk



Customer Value Mapper™

Business objective:

Add objective...

Business objective:

Add objective...

Business objective:

Add objective...

Customer value:

Add value...

Customer value:

Add value...

Customer value:

Add value...

Customer value:

Add value...

Why?:

Add reason...

Why?:

Add reason...

Why?:

Add reason...

Why?:

Add reason...



Customer Value Explorer™

Customer value: [Add customer value...](#)

How would the customer recognise this?:

[Add your text here...](#)

What customer KPI changes?:

[Add your text here...](#)

What customer actions or behaviours impact the value?:

[Add your text here...](#)

How could Product improve this?:

[Add your text here...](#)

Are we best positioned to create this value?:

[Add your text here...](#)

Value Assumption Builder™

Customer action or behaviour:

Add your text here...

Add your text here...

Add your text here...

Add your text here...

Add your text here...

X

X

X

X

X

Modifier:

Add your text here...

Add your text here...

Add your text here...

Add your text here...

Add your text here...

=

=

=

=

=

Bigger customer value:

Add your text here...

Add your text here...

Add your text here...

Add your text here...

Add your text here...

Value Indicator Chooser™

Customer action or behaviour:

Add Writing learning materials faster

What is the measurable value outcome?:

Project authoring duration (time to release)

Is this a lead or lag metric?:

Lag

Leading indicators:

Time to build an interaction

Time to build a page

Time to review

Add your text here...

Can our product impact this?:

Yes

Yes

Yes

Add your text here...

Can we measure this?:

Yes

Yes

Yes

Add your text here...

Chosen value indicator: Time to build page



Product Value Creation Planner™

Company goal: *Add your text here...*

Customer value:

Build project faster to meet L&D demand on small budget

Project authoring duration (time to release)

Customer value assumption:

Why is it important

Customer behaviour:

Add Writing learning materials faster

Behaviour value assumption:

How does that happen?

Value indicator:

Time to build page

Customer value:

Add your text here...

Customer value assumption:

Add your text here...

Customer behaviour:

Add your text here...

Behaviour value assumption:

Add your text here...

Value indicator:

Add your text here...

Product Value Creation Tracker™

Date updated:

Value Indicator:	Current performance:	Target:	Last 4 week delta:	Trend:
Add your text here...	Add your text here...	Add your text here...	Add your text here...	Up or down
Add your text here...	Add your text here...	Add your text here...	Add your text here...	Up or down
Add your text here...	Add your text here...	Add your text here...	Add your text here...	Up or down
Add your text here...	Add your text here...	Add your text here...	Add your text here...	Up or down
Add your text here...	Add your text here...	Add your text here...	Add your text here...	Up or down



Audience Explorer™

Who?:

Sector:

Sector:

Sector:

Job titles:

Jobs to be done:



Audience Perception Explorer™

For:

Customer value:

Hint refer to the Customer Value Explorer.

Their problem:

Their importance:

Desired experience:

Desired behaviour:



Build an action plan.

If you would like to arrange a **20-minute call with me to build an action plan** to help you move forwards..

In this 20 minute call we will pinpoint your challenges and explore next steps to help you move forwards.

There is no commitment. If you feel you need help implementing your plan we can talk about ways we can work together.

I look forward to hearing from you, just email me at Dave@righttoleft.co.uk