

emotional competitiveness

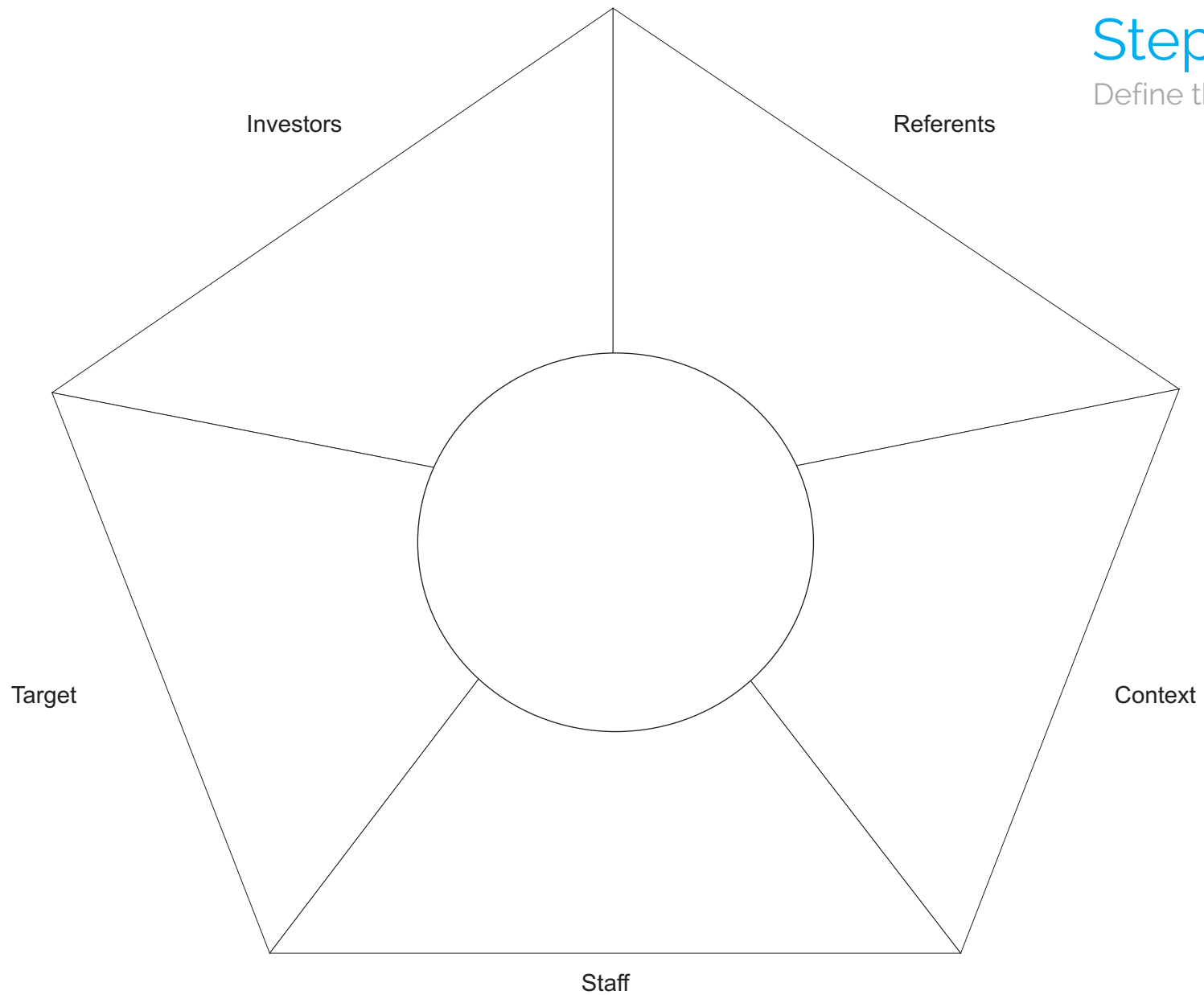
MATRIX of social value

Analyze the positioning of the proposal on different stakeholders

Application Form

Step 1

Define the stakeholders



Step 2

Analyse the determinants of valuation

1 · What decisions you want to obtain?

2 · What is the value of the proposal for each stakeholder?

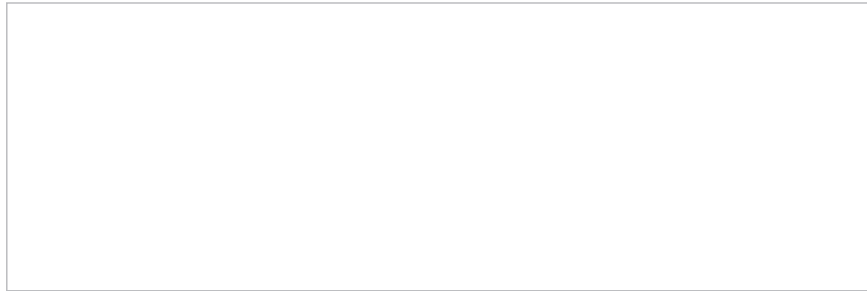
3 · What makes it different the proposal?

4 · What are the vulnerabilities?

	Stakeholders	Goals	Value	Strengths	Weaknesses
Investors					
Referents					
Target					
Context					
Staff					

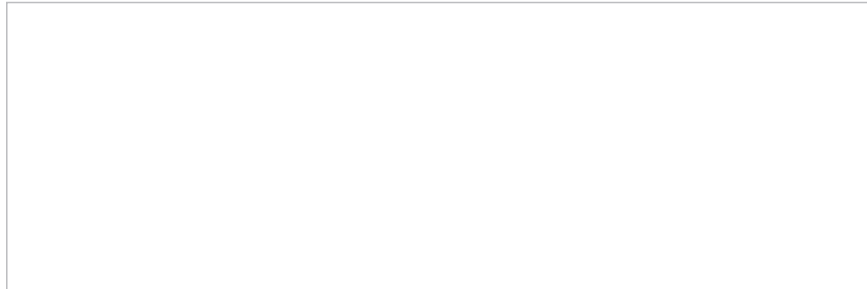
Basic dimension

What problems solve the proposal?
What are its characteristics?
What are the conditions of application?



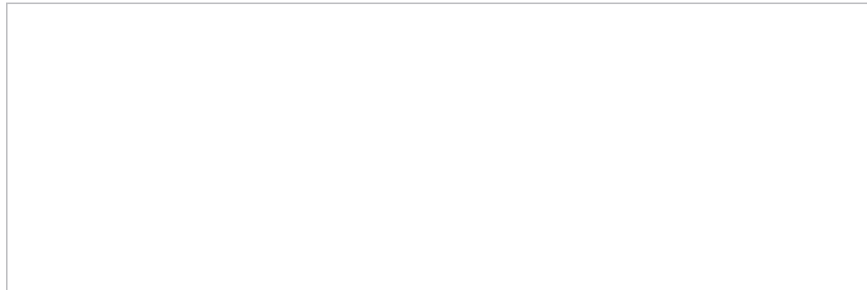
Differential setting

What symbols activates the proposal?
What emotions project the proposal?
What experiences generates the proposal?



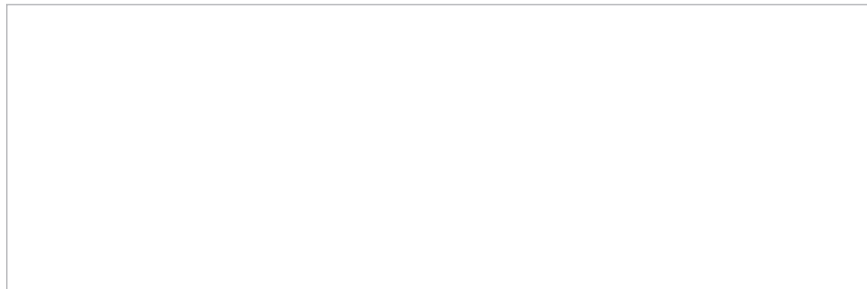
Promise

What is the meaning of the proposal?
What is the commitment of the organization?
Why should the proposal be valued?



Concept

From these elements, define a different concept of their proposal.



Step 3

Transform the proposal