



# BRINGING VALUE Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

# METRICS

## Instructions:

What metrics does the client use to measure their objective results? What are these results now? What do they want them to be? What is the value of the difference? What is the value over time?

Metric	Current Value	Desired Value	Value of Difference	Value Over Time

# **VALUE PROPOSITION**

<b>Why should this client see me now? What is my value hypothesis?</b>	
<b>What tangible value can I bring to this client?</b>	
<b>What are the metrics that measure the value I can bring?</b>	
<b>What is the magnitude of the value I can bring?</b>	
<b>What evidence do I have that I can help?</b>	



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**BRING UNEXPECTED VALUE**

**What unexpected value can I bring to this meeting?**

# Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is enclosed by a thin grey border.

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