

the difference map

CREATED FOR:

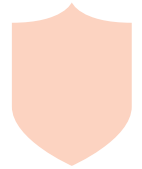
DATE:

PRINCIPLES

Truth about me/us

Truth about the market/industry

Truth about the people I/we want to serve



PURPOSE

Why do we exist?



PEOPLE

Who is this for?
What do they care about?



PERSONAL

How can we change
how people feel?
How can we help
them live better lives?



PERCEPTION

What do they believe?
What would we like them
to believe about us?



PRODUCT

What do people really
want or need?
How do we create value
for our customers?

