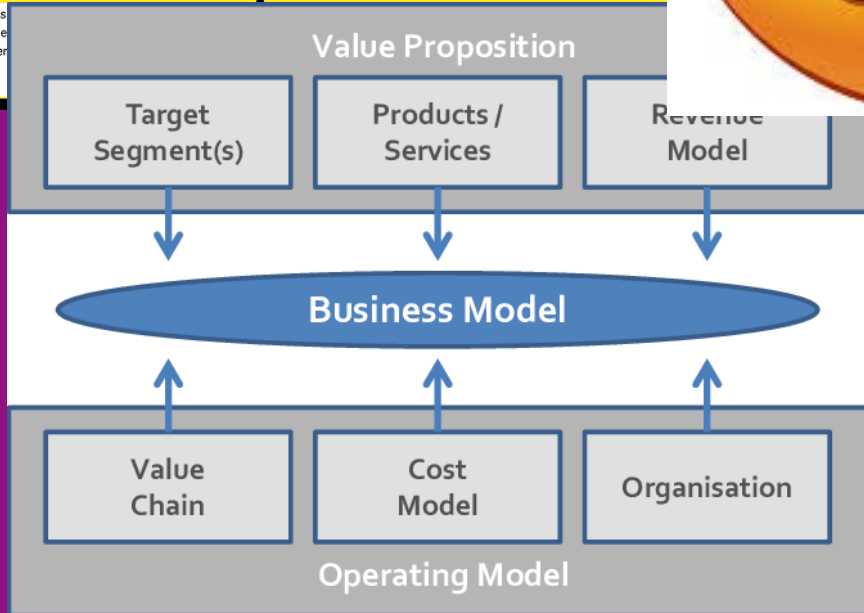


# I've only got 10 minutes!!!!

<b>KEY PARTNERS</b> Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	<b>KEY ACTIVITIES</b> What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	<b>VALUE PROPOSITIONS</b> What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	<b>CUSTOMER RELATIONSHIPS</b> How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	<b>CUSTOMER SEGMENTS</b> For whom are we creating value? Who are our most important customers? What are the customer archetypes?
<b>KEY RESOURCES</b> What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?				
<b>COST STRUCTURE</b> What are the most important costs? Which key resources are most expensive? Which key activities are most expensive?		<b>REVENUE STREAMS</b>		



		value proposition
customer channels	key partnerships	cost structure
customer relationships	key activities	revenue streams

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# Focussing on the top line...



- Is my key market kaput?
- Is my offering still relevant?
- Can it be more relevant to someone else?
- Am I positioning value in the right way?
- What other assets do I have that people might want?
- Do I need to rethink my sales channels & processes?

# Debating your target market segments

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- Do you still believe?
- Do they still believe?
- How long can you hold out for recovery?
- Is it time to pull phase 2 plans forward?
- Is a pivot worth the pain?
- Can I stay the course AND pivot?
- How do I test new markets quickly and cost effectively?



# Change your offerings?

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- Understand changed behaviour drivers
- Short-term cash generator vs. strategic change
- Address current take-up barriers
- Align with operating model
- Services vs. Product vs. Both
- Kill or complement
- Same or different market

# Adapt your sales & marketing

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- Same value, different words
- Past behaviour  $\neq$  future
- Priorities may have changed
- Sell it hard ...softly
- Explore new channels
- Test in sprints
- Know when it works, be prepared to ditch