



David M. Stearman

What's Your VALUES Proposition?

Aspire, Inspire, Rejuvenate, & Learn.

10/16/19 – 10/17/19

A large, stylized image of the Earth's horizon. The sun is rising over the horizon, creating a bright starburst effect. The continents of Africa and Asia are visible in silhouette against the bright light of the sun.

Value Proposition

One or more distinguishing characteristic(s) of an offering that a prospective customer wants and is willing to pay for.



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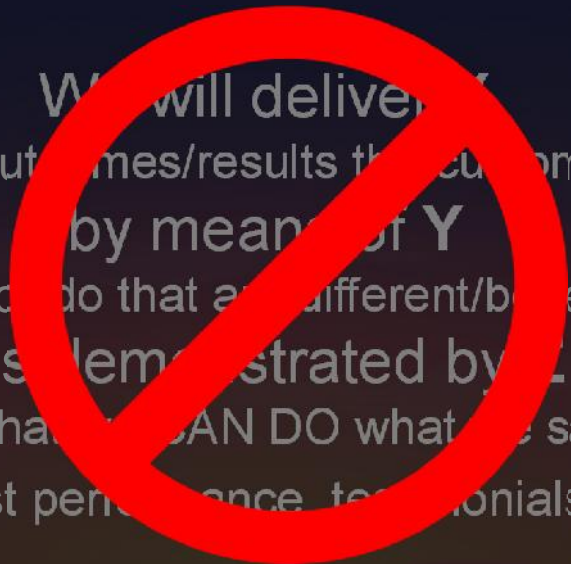
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Value Proposition

We will deliver **X**
(specific benefits/outcomes/results the customer wants/needs)
by means of **Y**
(specific things we make or do that are different/better than our competitors)
as demonstrated by **Z**
(tangible evidence that we CAN DO what we say we WILL DO—
data, past performance, testimonials, etc.).

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VALUES Proposition

A set of fundamental values or beliefs that drive what we do and provide meaning and purpose to our life and work.



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Value Proposition vs. VALUES Proposition

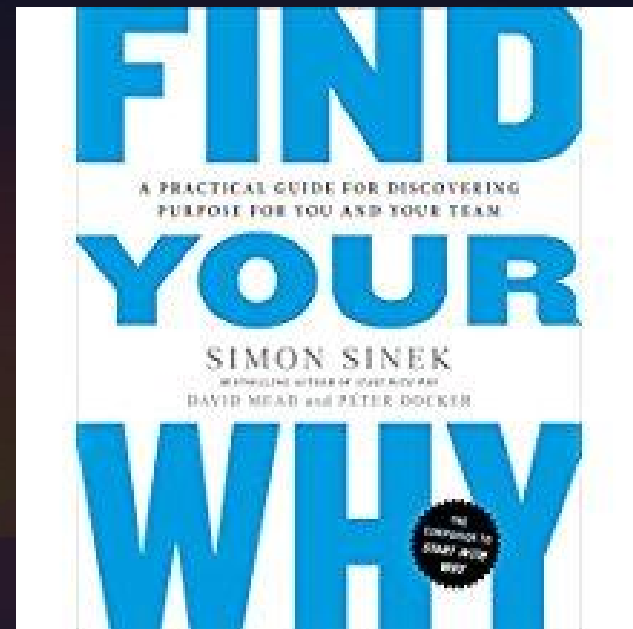
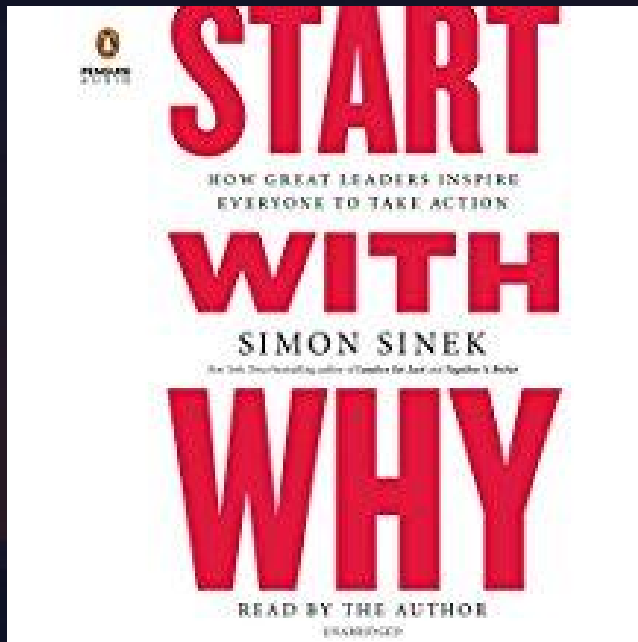
| Value Proposition | VALUES Proposition |
|-------------------------|----------------------------|
| Transactional | Aspirational/Inspirational |
| Externally Oriented | Internally Generated |
| Customer Focused | Self Focused |
| Features Based | Intention Oriented |
| Tangible, Substantiated | Intangible |

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VALUES: What Matters to YOU?



Start With Your WHY



Priorities

- Faith
- Family
- Country
- Community
- Friends
- Wealth
- Success
- Influence
- Career
- Relationships

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Priorities

- On a card, list the top 5 PRIORITIES in your life.
- Take no more than 2 minutes to make this list.
- Share your list with your table-mates.

Hopes, Dreams, Aspirations

- Owning a home
- Marriage
- Children
- Financial security
- Retirement
- Travel
- Fame
- Making a difference
- Legacy

Hopes, Dreams, Aspirations

- On a card, list 6 HOPES, DREAMS, or ASPIRATIONS you have.
- Take no more than 3 minutes to make this list.
- Share your list with your table-mates.

Fears

- Public Speaking
- Death
- Loss of Loved One(s)
- Illness/Incapacitation
- Commitment/Responsibility
- Heights
- Spiders
- Clowns
- Bears
- Aliens

Fears

- On a card, list 4 major FEARS you have.
- Take no more than 2 minutes to make this list.
- Share your list with your table-mates.

Ethics

- Loyalty
- Honesty
- Integrity
- Courage
- Fidelity
- Justice
- Fairness
- Diligence
- Compassion
- Love

Ethics

- On a card, list 8 Ethics you strive to live by.
- Take no more than 4 minutes to make this list.
- Share your list with your table-mates.

What's Your VALUES Proposition?

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What's Your VALUES Proposition?

- On a card, write your personal VALUES Proposition.
- Take 5 minutes to draft your statement.
- Share your VALUES Proposition with the group.



What's Your VALUES Proposition?



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Questions/Discussion



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Thank You!

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