



DIFFERENTIATION STRATEGY CONSULTING AND TRAINING

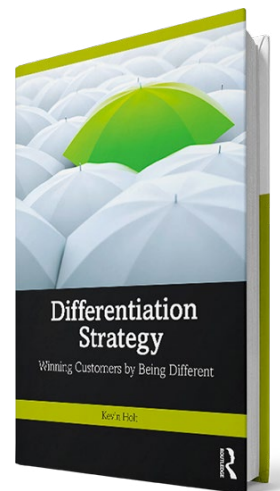
We use a combination of facilitated workshops and research to help you create a strategy for winning and keeping customers and other stakeholders.

Differentiation is about being unique in a way that causes a stakeholder to prefer you.

It's about having a compelling answer to the question: *Why should I choose you instead of some other alternative?*

Building a well-conceived differentiation strategy isn't easy. But it is important. Critically important, for the success of your organization depends on it.

Our consulting combines sophisticated processes, thought-provoking stimuli, and cutting-edge technology to help you build a differentiation strategy that works.



Kevin Holt, the CEO of Co.Innovation Consulting is the author of *Differentiation Strategy: Winning Customers by Being Different* and a complementary e-learning course.

WHO SHOULD ATTEND



Commercial

Product and service providers wanting to develop a more effective differentiation strategy for customers, employees, financing sources, regulators, and other stakeholders.



Government

Federal, state, and local government managers who want to devise a better way to compete for residents, employers, educational institutions, tourists, visitors, and employees.

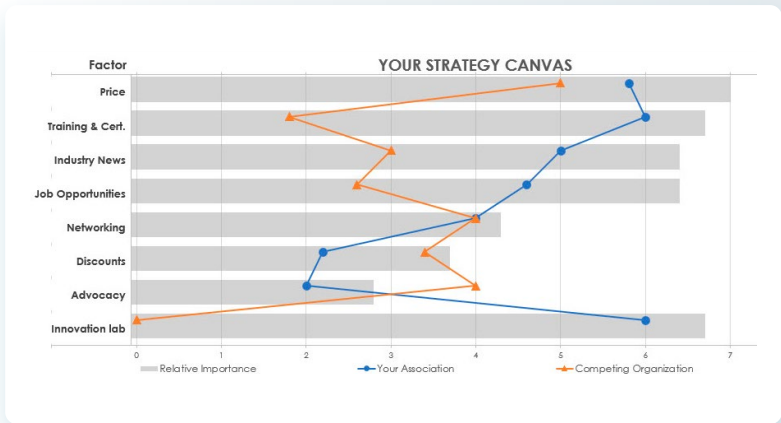


Nonprofit

Service providers, associations, universities, and others interested in gaining a competitive advantage with regard to beneficiaries, members, funding sources, employees, and students.

WORKSHOP PROCESS

The five-step workshop process centers on mapping your differentiation strategy to a strategy canvas like the one pictured on the right. Strategy frameworks and creative provocations are used to guide and stimulate you during each step of the process.



1

Segmentation

The market is segmented and the most important segment is selected as the target of your differentiation strategy. (Differentiation strategies are market segment specific.)

2

Existing Differentiation Strategy

Your existing strategy and that of your competitors is mapped to the strategy canvas. The canvas lists the differentiators, in order of importance, and everyone's performance on each differentiator. Most management teams find this to be a surprisingly challenging and insightful process.

3

New Differentiation Strategy

To develop a new strategy, you will identify the differentiators upon which you can and should out-perform your competitors. You will also conceive new ways to differentiate your offering. The newly-formulated strategy is mapped to a revised strategy canvas.

4

Value Proposition

The new differentiation strategy is translated into a value proposition. The value proposition sets forth the key benefit you promise to deliver and the reasons to believe you will deliver it.

5

Activity System

For each of your differentiators, you diagram the system of activities that will implement the differentiator.



COLLABORATION AND INNOVATION TECHNOLOGY

The workshop process has been mapped to an **electronic brainstorming technology**, which works both face-to-face and online.

With this technology, your team members are able to *simultaneously* – and *anonymously*, if so desired – type and submit their ideas to a large “electronic flipchart.” Simultaneous entry enables you to capture many ideas very quickly. It also prevents one or two people from dominating the conversation. Once entered, the ideas are organized into categories and submitted to one of the voting tools for selection or prioritization. The results of the workshop can be printed or e-mailed immediately.

The workshop also incorporates our **strategy canvas software** and **specialized software tools** for diagramming, journey mapping, and other processes.

Contact us today regarding our consulting and training services.

602.510.8080

www.DifferentiationStrategy.com



Collaborate > Innovate > Compete