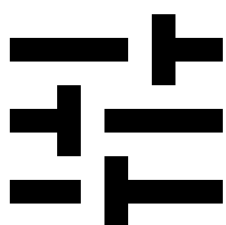




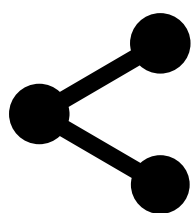
SIX CORE PRINCIPLES DIFFERENTIATION ZONE™

It's all about the customer.



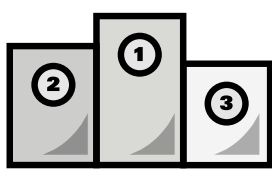
Customers can search, sample, review, and chat about you without ever interacting with your organization. Get ready to lock-on to what your customer is transmitting to design products and services that engage them.

Not every stakeholder is a customer.



Focus on who is actually consuming your goods or services—the person who benefits from the transaction when defining who your “customers” really are. Once you clarify this, you’ll have an easier time creating a meaningful and engaging experience for them.

Competition is prevalent.



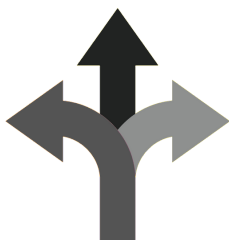
Purpose-driven organizations tend to downplay the significance of direct or indirect competition because competing makes them uncomfortable. Learn to let that go; your savvy competitors aren’t hung up. Lean into that discomfort as competition is real.

Your environment creates context, not focus.



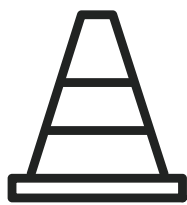
Don’t fall down a “rabbit hole” due to a passing trend or political story. Focus on the small set of factors most likely to drive customer choices and competitor behaviors. Look for the patterns amongst the clutter.

You likely compete in more than one industry.



Disruption continues to blur the lines between industries, making it increasingly important to consider the factors that impact related industries, as they will inform your future success.

Watch out for the Zone of Indifference.™



Your customers may not value some of the features you hold dear. Let go and focus on what your customers value. Shift your thinking from Zone of Indifference to **Differentiation Zone**.



differentiationzone.com