Creating a Holistic Value Proposition© that drives Behavior Change

“Give me a lever long enough and I can move the world.”
- Archimedes
Framing your Purpose

What is the best way to improve this mouse trap?

What is the best way to catch mice?

What do people really need?
The Blue Earth Framework

Society + Planet
- Compliance
- Efficiency
- Preservation

Category/Competition
- Suppliers
- Competition

Organization
- Attributes
- Costs
- Micro Efficiencies

Solution
- Trust & Credibility

User
- Holistic Value Proposition
- Systemic Solutions
- Quality-Value

Human
- Unmet Human Aspirations
- Whole System Thinking
- Root Causes

Stakeholder Needs & Partnerships
- Authenticity & Integrity

Community Engagement Forums

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What is innovation?

New Stuff?
• New Products
• New Technology
• New Science
• New Services
• Etc.

New Outcomes?
• Lives saved/improved
• Money Saved
• Higher Satisfaction
• Easier, better, faster, cheaper, safer
• Etc.

Transforming Behavior
Biology of Decision Making: Change Emotions to Change Behavior

Neocortex: thoughts & words

Limbic System: emotions

Reptilian Cortex: instincts

behavior
# Holistic Value Proposition

| Target Audience | Describe who is going to *buy/use* your product (describe the main decision maker in case the buyer isn’t the user?)  
|  | 1. What is the context of your innovation?  
|  | • What are your key stakeholders’ aspirations?  
|  | 2. What behavior change are you targeting?  
|  | • Current and desired behaviors?  
| Insight | What significant thing do you know about your Target Audience?  
|  | 3. What are their emotional barriers?  
|  | 4. What tangible barriers make them feel like that?  
| Benefit | What does your solution (system) *do* for your Target Audience?  
|  | 5. How does it make them *feel*?  
|  | 6. How is it *better* than competing alternatives at driving behavior change?  
| Reason to Believe | Why should your Target Audience *believe* your solution will solve their problem?  
|  | 7. How will you build trust and loyalty |