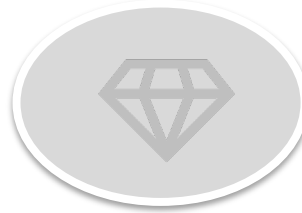


THE
ACCCELERATION
PROJECT

Adapt and Accelerate
June 11, 2020
Worksheets

Persona: If your business were human



calm	edgy	friendly	empathetic	steady	energetic
exciting	quiet	committed	sassy	old-fashioned	patient
cool	reliable	trendy	mature	independent	kind
smart	fun	strong	serious	eccentric	funny
innovative	determined	likeable	happy	stubborn	trustworthy
intellectual	hip	generous	dramatic	demure	brash

How would customers describe it? Pick 3 adjectives from the list.

Value Proposition – Fill in the Blanks



[Business Name] provides/serves

in/on

with unique

satisfying your need for

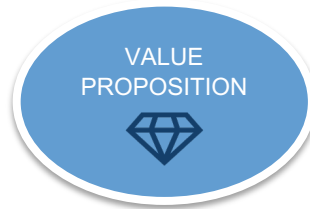
What?
Product/Service with
attributes

How? Channels

Uniqueness?
Differentiators

Needs?
Clients need met

Putting It All Together



Business model component	Is this relevant?	Areas to consider	What action do I need to take?
Employees	Yes/No	<ul style="list-style-type: none"> • Training • Staffing • Culture • Communication • Compensation • Performance mgt 	
Channels	Yes/No	<ul style="list-style-type: none"> • Online sales • Home delivery • Curbside pickup • Virtual service • Outdoor service 	
Supply Chain	Yes/No	<ul style="list-style-type: none"> • Sourcing • Quality • Reliability • Consistency 	
Customers	Yes/No	<ul style="list-style-type: none"> • Communication • Price • Product 	

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