



Module: Mobilising Resources

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Good morning and welcome to today's module 😊

Instructions 1 – Individual work

1. Please start with the Welcome Video:
<https://www.youtube.com/watch?v=uPmsvQNaPBM>
2. Continue with reading the article “An integrative framework for managing customer value propositions”
3. Complete the assignment (see the assignment document for further instructions)
4. Watch the video “Strategyzer's Value Proposition Canvas Explained”
<https://www.youtube.com/watch?v=ReM1uqmVfP0>
5. Take a first look at the workshop resources and write down open questions

Instructions 2 – Group work

1. Introduce yourselves and share your first experiences with the Customer Value Proposition (CVP) framework
2. Become familiar with the workshop resources and the Value Proposition Canvas
3. As a team, select a product or a service that you would like to apply to the canvas
4. Use the questions in the workshop resources to complete the canvas
5. Write a value proposition. You can use the template provided in the workshop resources
6. Reflect on your experience in the team and formulate some key takeaways