

- 1. When I think of relevance, I think of:
- 2. Why does relevance matter?

## **Value and Competitive Advantage**



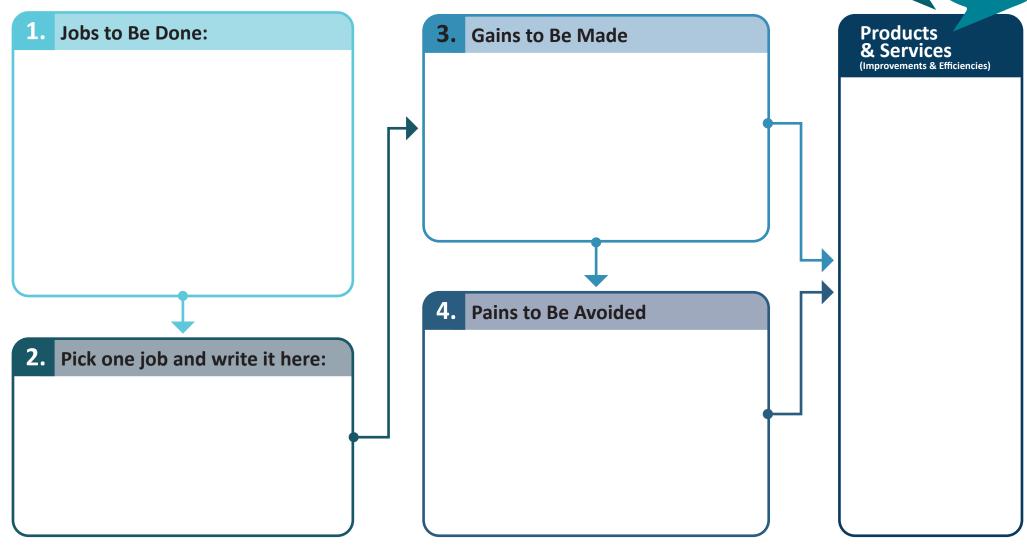
| /alue creates | and | creates value. |
|---------------|-----|----------------|
|---------------|-----|----------------|

Competitive Advantage is:

It's a fallacy to think we have no competitors. We compete with:











| My "AHAs":  |                          |            |  |
|---|--------------------------|------------|--|
|   |                          |            |  |
| Things I'd like to think more a                   | bout:                    |            |  |
|   |                          |            |  |
| My next steps after Day One of ThinkWORKS   2021: |                          |            |  |
| Activity:   | I will have this done by | <b>/</b> : |  |
|   |                          |            |  |
|   |                          |            |  |

