

1. When I think of relevance, I think of:

2. Why does relevance matter?

Value and Competitive Advantage

Value creates _____ and _____ creates value.

Competitive Advantage is:

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





1. Jobs to Be Done:

2. Pick one job and write it here:

3. Gains to Be Made

4. Pains to Be Avoided

Products & Services
(Improvements & Efficiencies)



My “AHAs”:

Things I’d like to think more about:

My next steps after Day One of ThinkWORKS | 2021:

Activity:	I will have this done by:

