



# Consulting Interventions

## VALUE PROPOSITION DEVELOPMENT

### **CVPs & EVPs**

Developing, refining and understanding the customer value proposition is a critical strategic process for any high performing organisation. It requires a deep understanding of the organisation's current and potential core and distinctive competencies, and deep insight into the customer's current and future needs of the organisation.

Effectively communicating and delivering the CVP, and aligning it with a suitable employee value proposition (EVP) is an equally essential process, all about optimising strategic alignment.

We know how to structure research, derive strategic insights, and partner with organisations to develop and deliver their CVPs and corresponding EVPS to help deliver customer alignment, differentiation and innovation for ongoing resilience and sustainability.

