



Contrast Development

Consider customer or market related questions to develop the contrast statement.

- Brainstorm responses for each question topic (row)
- Identify common themes
- Develop a compelling Contrast Statement to deliver value to your customers
- Note: Customers may be internal to the organization or external consumers of goods and services

Contrast Development	From: where we are today?	To: where we want to go?	Why do we want to change?	How do we measure success?
What do our customers value? What value is beyond imagination?				
What pains do our customers experience? Accept as unchangeable?				
What advantage or gains could we provide better than our competition?				
What advantage or gains does our competition provide better than we do?				
How will the changing business environment impact our business?				

*We are moving **from** [our current state] **to** [our future state] because it is important to [**Why**], and we will know we have succeeded when we [**measure of success**].*