



UNIQUENESS

The tool helps you map the parameters that make your business truly unique and stand out from your competitors.

Suggested time

Minimum 30 minutes

Materials

A2 or A3 version of the model, post-its, pens

Participants

Mentee and mentor, preferably more colleagues

GROWTH JOURNEY

1 2 3

Onboarding

Sparring

Innovation

PERSONAL JOURNEY



To maintain a competitive edge in the market, it is essential to identify what makes your business stand out: What is your unique value proposition? Maybe your business used to have an unique position in the market and a clear profile that distinguished it from the competition. The current crisis could be caused or deepened by the loss of that “uniqueness”. This again could be linked to internal factors such as old habits, or external factors like technological development and globalization.

The tool describes a simple method to map the characteristics that 1) you share with **all** competitors, 2) you share with **some** competitors, 3) are **unique** to your business. It creates a good starting point for rethinking your value proposition and moving towards innovation and new growth.

The approach is close to the reasoning behind the popular “Blue Ocean Strategy”, which suggests that it is preferable to move from the saturated (red ocean) market where everyone competes to the wide open (blue ocean) market of the future. For further information visit www.blueoceanstrategy.com.

STEPS

- 01 | Draw or print the template with three circles showing 1) the parameters shared by **all** companies in the outer circle, 2) the parameters that **some** have in common in the second circle and 3) your **unique** parameters in the inner circle. Hang it on the wall.
- 02 | Start by doing an individual brainstorm: Which solutions, products, knowledge areas, skills and experiences characterise your business? Every item must be noted on a separate post-it.
- 03 | Everyone gathers in front of the template on the wall and briefly presents their post-its while placing them in the proper circle. At this point hold back your comments, to provide an open space for everyone to contribute.
- 04 | Now open up a discussion to gain a common understanding of the current situation and feel free to move the post-its around during the dialogue. Try to build on knowledge rather than assumptions.
- 05 | Use this mapping as a starting point for a discussion of how your business can shift towards becoming more unique in the future. Which parameters could you change? Which activities could be beneficial to close down/stop and which could be beneficial to expand?



FACILITATION TIPS



SUPPORTING TOOLS

Why/Golden Circle: To examine how the unique potential mirrors the core purpose of your business.

Business Model Canvas: To evaluate your unique ideas in relation to the value chain.

Future Vision: To mirror your ideas towards a future perspective.

Persona: Who is the present target group and what are their needs for your unique value proposition now? And in 5 years?



CO-CREATE

Get more people involved, maybe they see unique potentials that you have missed. You could use this tool in individual departments and afterwards share your different insights.



MOVE

Sometimes you should break the routine of always sitting around a table. Consider printing this model and hanging it on the wall.

This is a very simple, but surprisingly useful tip to shift the energy in the room from low to high.

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Date:

Participants:

