

Crafting Value Propositions for Vertical Networks

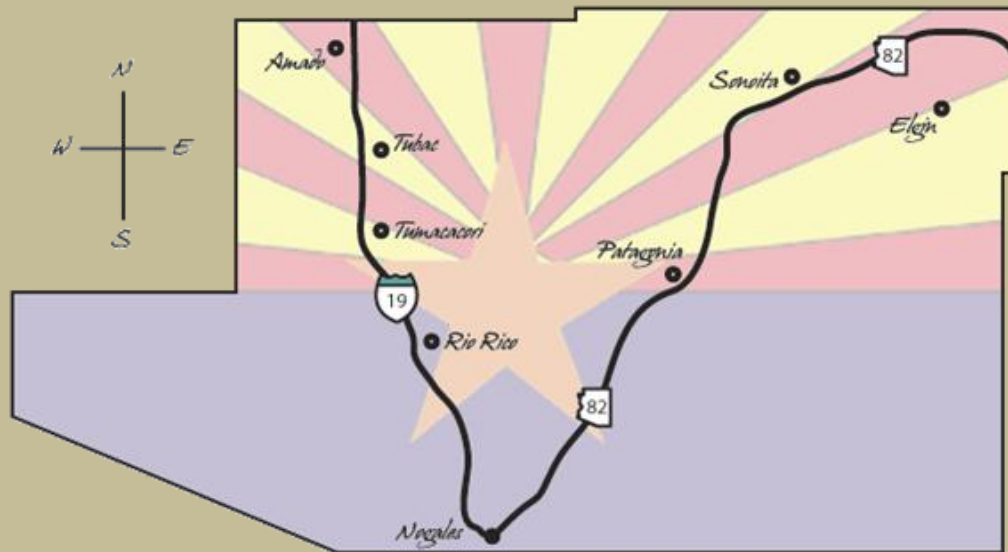


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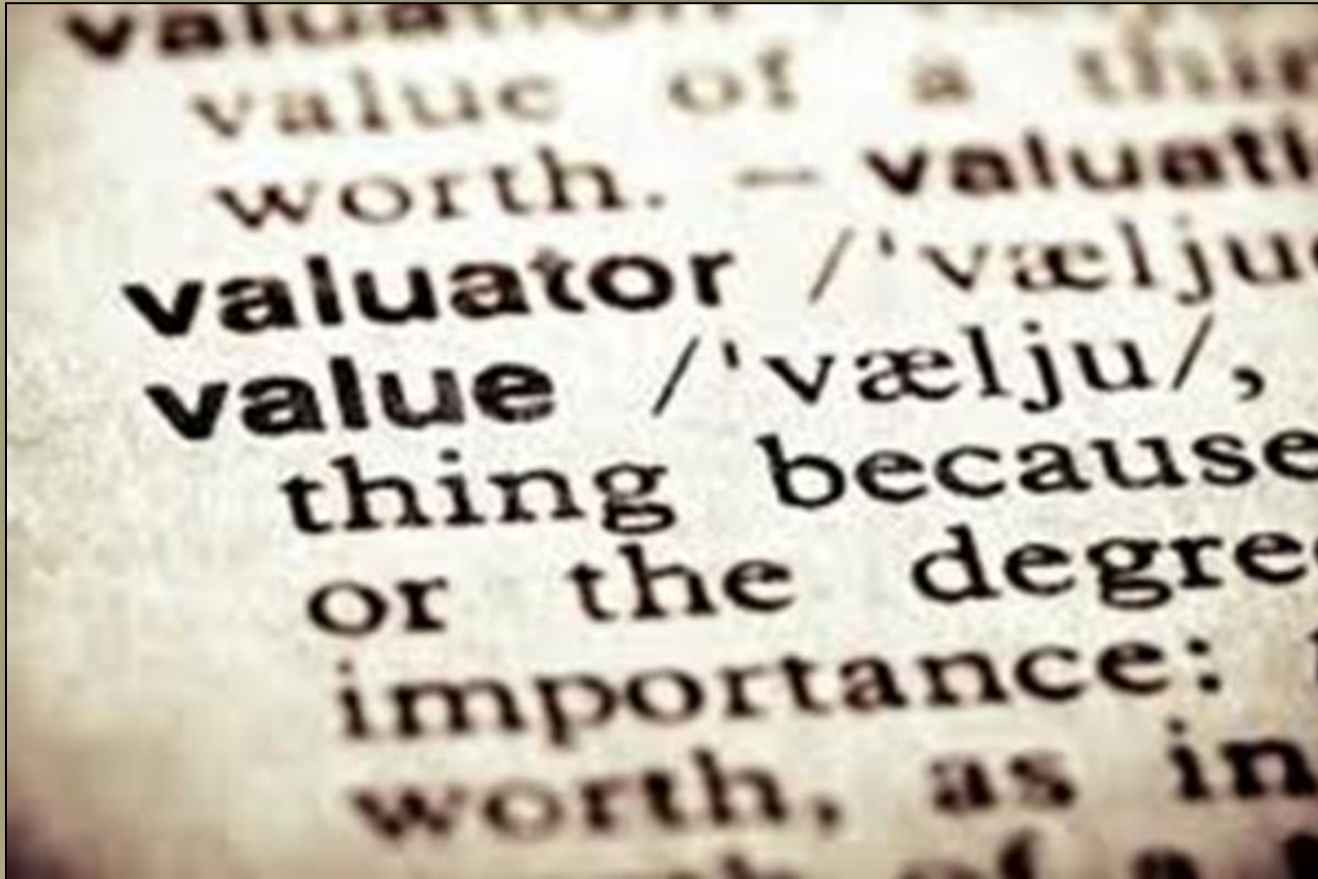
**SANTA CRUZ COUNTY
ADOLESCENT
WELLNESS
NETWORK**

Vision

To be the collaborative voice and catalyst for adolescent wellness in Santa Cruz County, Arizona



What is a Value Proposition?



What is a Value Proposition?

“I must have it!”



What is a Value Proposition?

It Includes

- Capability
- Impact
- Proof
- Cost



It is Specific

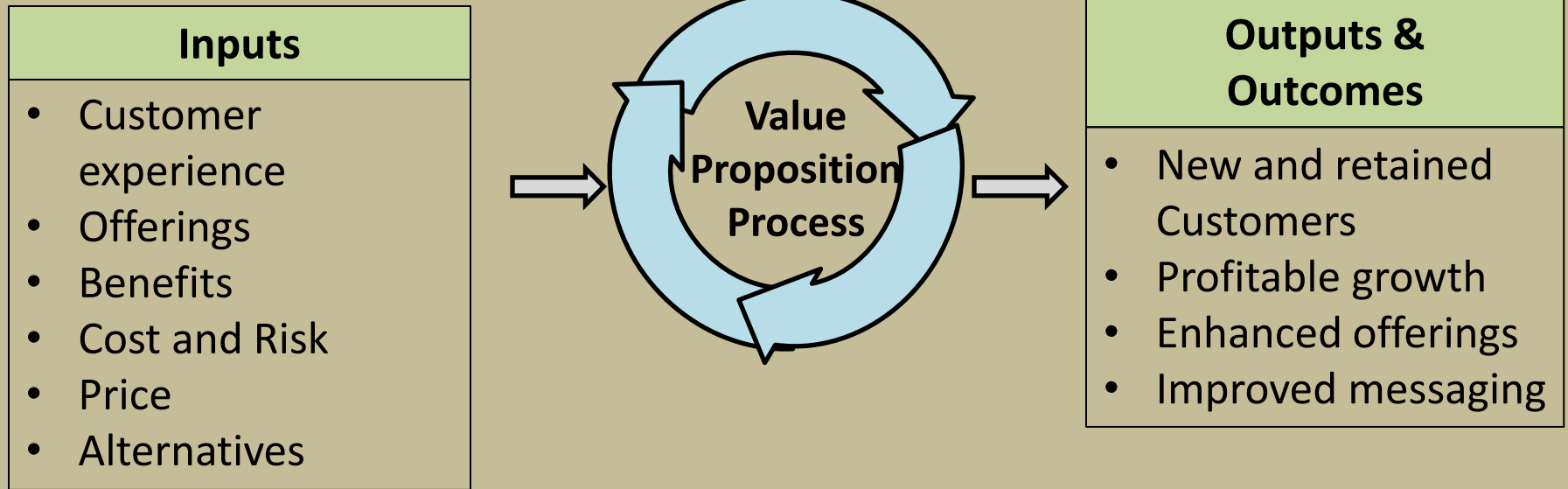
- Example
- Numbers
- Percentages



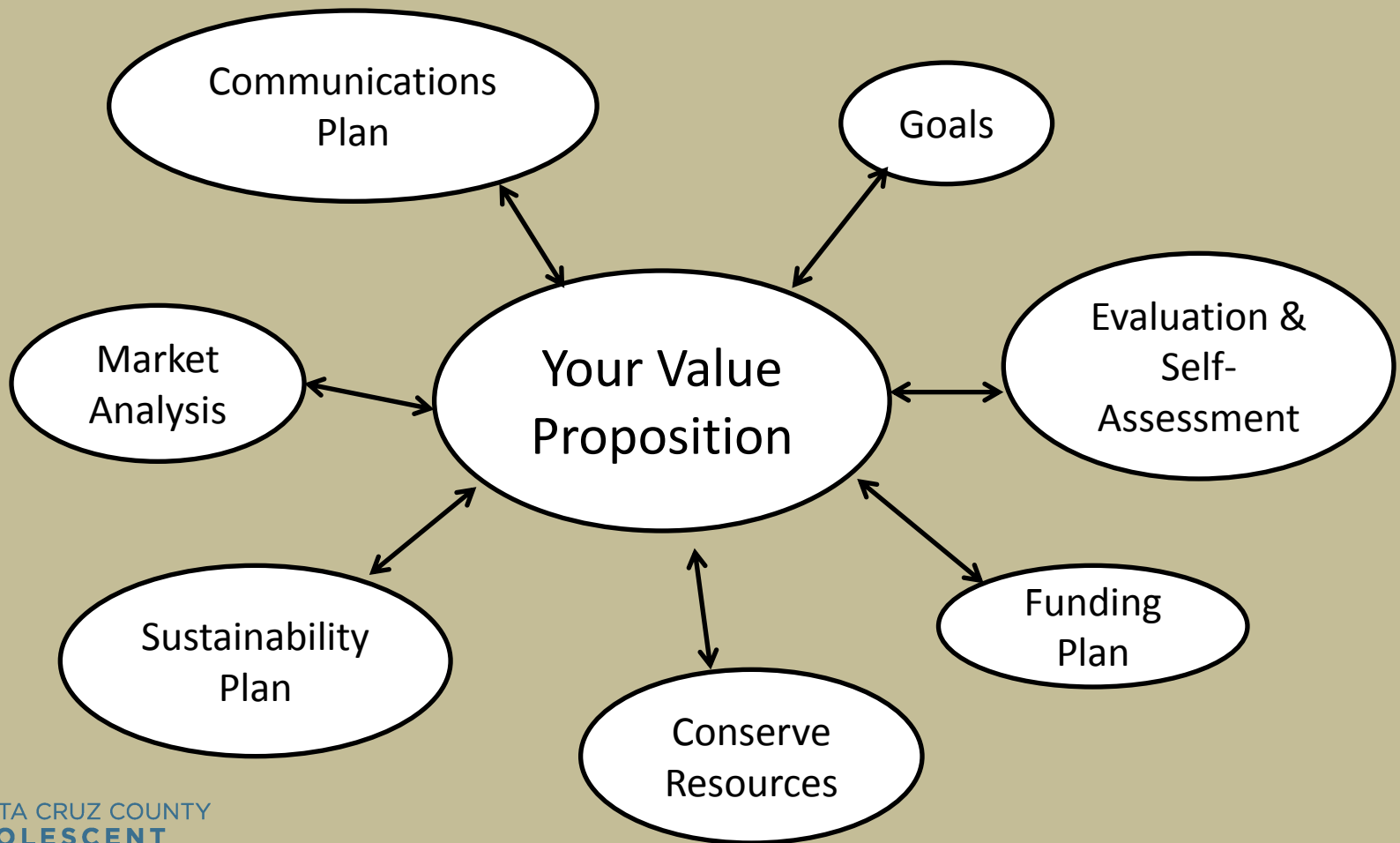
What is a Value Proposition?

Value = Benefit - Cost

The Process



Value Proposition Process Contributes to the *Big Picture*



Our experience:

- Challenges as a vertical network:
 - Quantifying benefits
 - Diversity of member organizations
 - Our model: Pool resources to meet needs in the community

Our Experience

- Woven into Sustainability Planning Process
 - What value does membership provide your organization?
 - Think outside the box: What resources or opportunities does your organization need?
- How can we communicate our value?
- Cyclical Process.

Your Turn



Don't take my word for it

“It is more enjoyable, rewarding, and profitable to work for [and with] organizations that offer compelling value propositions.”

-Cebrowski

A cynic is someone who knows the cost of everything and the value of nothing

-Oscar Wilde

Toolkit, References, & Acknowledgements

- Jill Konrath's free Value Proposition Toolkit
<http://www.jillkonrath.com/value-proposition-kit/>



Toolkit, References, & Acknowledgements

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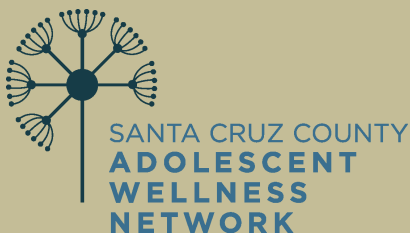
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Deana Farmer

Susan Kunz

Gail Emrick



Thank you!

Questions?

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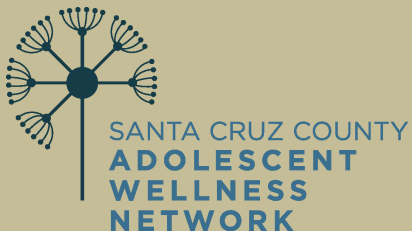
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*The collaborative voice and catalyst for adolescent wellness
in Santa Cruz County*