

# Customer Value Toolkit

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*Outliers Business Strategy Centre™ · Toolkit*

Audience: Executives & strategists | Tier: Professional

## **Purpose & Scope**

- Apply the purpose & scope lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## **Toolkit Architecture**

- Apply the toolkit architecture lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## **Module 1 — Diagnose**

- Apply the module 1 — diagnose lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## **Module 2 — Design**

- Apply the module 2 — design lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## **Module 3 — Decide**

- Apply the module 3 — decide lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## **Module 4 — Deliver**

- Apply the module 4 — deliver lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## **Facilitation Guide**

- Apply the facilitation guide lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## Tool Inventory

- Apply the tool inventory lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## Worked Example

- Apply the worked example lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

## References & Further Reading

- Apply the references & further reading lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.