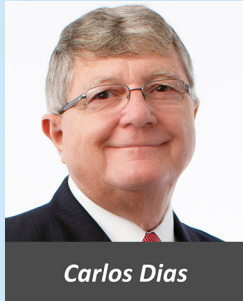


CLFTT-02 GATEWAY (MODULE 2 OF 6)

Creating and Delivering a Unique Value Proposition



Carlos Dias

*Welcome to **Creating and Delivering a Unique Value Proposition.***

*In this **Creative Leadership for Turbulent Times** module, you will learn how to position your business to dominate your market, by focusing on the Value you offer to your customers. The strategic thinking tools and processes in this module will lead you step-by-step, as you integrate the Strategy of Preeminence with Carlos Dias' Strategic Wealth Creator System™ in order to create and deliver unique, compelling Customer Value.*

Here is a roadmap of what you will learn in this program.

To begin your program, please follow the *Access Instructions* on the next page.



Interested in more Creative Leadership for Turbulent Times™ programs ?
Check out <http://www.executivelearningsystems.com> for a full list and
program descriptions.

Access Instructions — CLFTT-02: Creating and Delivering a Unique Value Proposition

Here is a list of all of the materials in this Module. Please start with the Elearning. Then find expanded information along with instructions for using your other program materials, in your Strategic Thinking Guidebook™.

Elearning

- Block 1: How the Strategy of Preeminence Can Drive Value
- Block 2: What a Client Value Proposition Is (and Is Not)
- Block 3: Reality Bytes
- Block 4: How to “Read” Client Behavior
- Block 5: How to Ensure Your CVP is Both Compelling and Profitable
- Block 6: Creating Your Unique Client Value Proposition

Strategic Thinking Guidebook™

- CLFTT-02: Strategic Thinking Guidebook™ (Blocks 1-6)
- Inflection Points white paper #2: New Rules for Business Success

Mastermind Maps™

Mastermind Maps™ prompt you through each process step, as you and your Mastermind Group Alliance make the decisions that will power your strategic plans:

- Using Your Interactive Mastermind Maps™
- Interactive Mastermind Maps™ - Block 1
- Interactive Mastermind Maps™ - Block 2
- Interactive Mastermind Maps™ - Block 3
- Interactive Mastermind Maps™ - Block 4
- Interactive Mastermind Maps™ - Block 5
- Interactive Mastermind Maps™ - Block 6

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Strategic Calculators™

These accurate thinking tools let you easily test and compare different strategies and scenarios:

- Wealth Creator Strategic Calculator™
- Laser Sales Strategic Calculator™
- Assets Velocity Strategic Calculator™
- Price Change Strategic Calculator™
- Customer Lifetime Value Strategic Calculator™
- Value Map Strategic Calculator™: Single Competitor Version
- Value Map Strategic Calculator™: Multiple Competitor Version
- Intangible Assets Strategic Calculator™

Virtual Mentoring Series™ webinars

These online elearning programs provide virtual coaching from Carlos and Jay on special topics related to the Module:

- Your Organization's Internal Guidance System: Organizational Values™
- The Web TrendWatcher™

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