

Activities to advance clarity of **WHAT** the organization provides, for **WHO**, and **WHY** customers pay for it.

PREMISE POINTS:

- A business exists to solve a problem for a customer.
- [Core Leaders](#) who all describe the problem their organization solves for whom in the same way are apt to provide more consistent guidance and direction and so increase the odds of better performance across the board.
- Leaders who seek to evolve the definition of their business are wise to engage the top team on clarifying **WHAT the organization provides, for WHOM, and WHY customers willingly pay for it.**

EXERCISE:

To get clear about **WHAT the organization provides, for WHOM, and WHY customers willingly pay for it**, invite each Core Leader to:

- Read and reflect on background related to the importance of getting clear in [this IntelliVen Get Clear post](#).
- [Fill-out and submit the What-Who-Why template](#):

IntelliVen

HOW TO USE THE TEMPLATE
Click on input fields to type or paste in appropriate text.
Enter name and email address in spaces provided beneath to receive a formatted copy and to submit to

What Type Name provides, for whom, and why.

provides
WHAT

for...
WHO

Type here
WHY

Name:

Email: [Submit For Review](#)

Click the figure to access, fill-in, and submit the WWW template for Softonic



- Finalize and **publish for use in internal and external communications** as a constant reminder, and to re-enforce clarity about, what the organization does for whom and why as well as to be clear about what the organization does *not* do.
- **Review and revise annually** to reflect updated and expanded thinking in the face of experience

