

IntelliVen Manage to Lead

WHAT-WHO-WHY (W-W-W) Tutorial

The W-W-W tool and method help you and your team to achieve clarity and alignment by answering three essential questions:

- **WHAT** do you provide?
- **WHO** do you serve?
- **WHY** do they choose your organization?

The IntelliVen Operations Advisor W-W-W tool is used to ensure that your team speaks the same language when describing your organization's purpose and value. Let's dive in to learn more.

The W-W-W Framework:

At its core, every organization exists to solve a specific problem for a population of people who have that problem. The W-W-W framework is a disciplined approach to define:

- WHAT your organization delivers—not benefits, but the actual product or service you provide.
- WHO makes the decision to buy it—specific people in specific roles, not companies or industries.
- WHY they choose your solution—what motivates them to purchase from you instead of competitors.

This clarity helps align your team and improve communication internally and externally.

Why is W-W-W Important:

- Alignment: A clear W-W-W ensures everyone in your organization is on the same page. Misalignment often leads to inefficiencies and confusion.



- Focus: By defining the W-W-W, you narrow your target market and sharpen your messaging.
- Strategy Execution: A strong W-W-W acts as the foundation for effective sales, marketing, and operational strategies.

Example of a strong W-W-W:

- WHAT: A cloud-based payroll system.
- WHO: Small business owners with fewer than 50 employees.
- WHY: They choose us because we are cost-effective and offer a user-friendly interface tailored for non-tech-savvy users.

Develop a Clear and Specific W-W-W:

Here's how we'll develop your W-W-W:

- Clarity: Be specific. For example:
 - Vague: "We improve customer experience."
 - Specific: "We provide a chatbot platform for answering customer inquiries."
- Focus on Actionable Details:
 - Avoid broad categories like "finance industry" or "global enterprises."
 - Target roles: CFOs, HR managers, or IT directors.
- Think Like Your Customer: Why do they choose your solution over other options? Think of tangible benefits like cost savings, reliability, or scalability.

W-W-W Examples

Weak Example:

- WHAT: A consulting service.
- WHO: Businesses.
- WHY: Because we're experienced.

Strong Example:

- WHAT: Leadership development workshops.
- WHO: Mid-level managers in organizations with 500–1,000 employees.
- WHY: They choose us because our programs deliver measurable improvements in team productivity.

