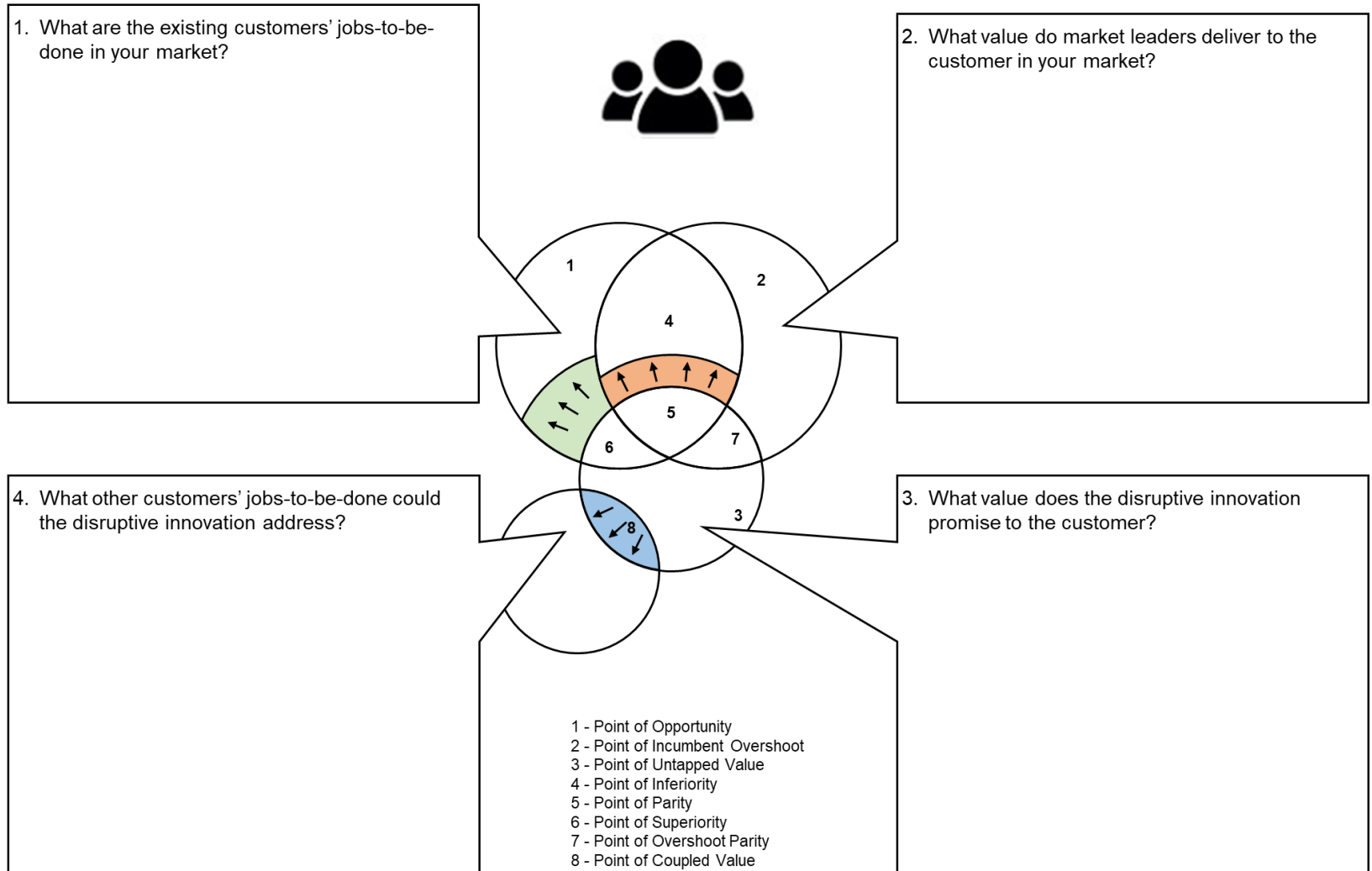


Value Proposition Reframing: The Circle Diagram

Step 1: Mapping Customer Value



Value Proposition Reframing: The Circle Diagram

Step 2: Formulating Reframing Tactics

