

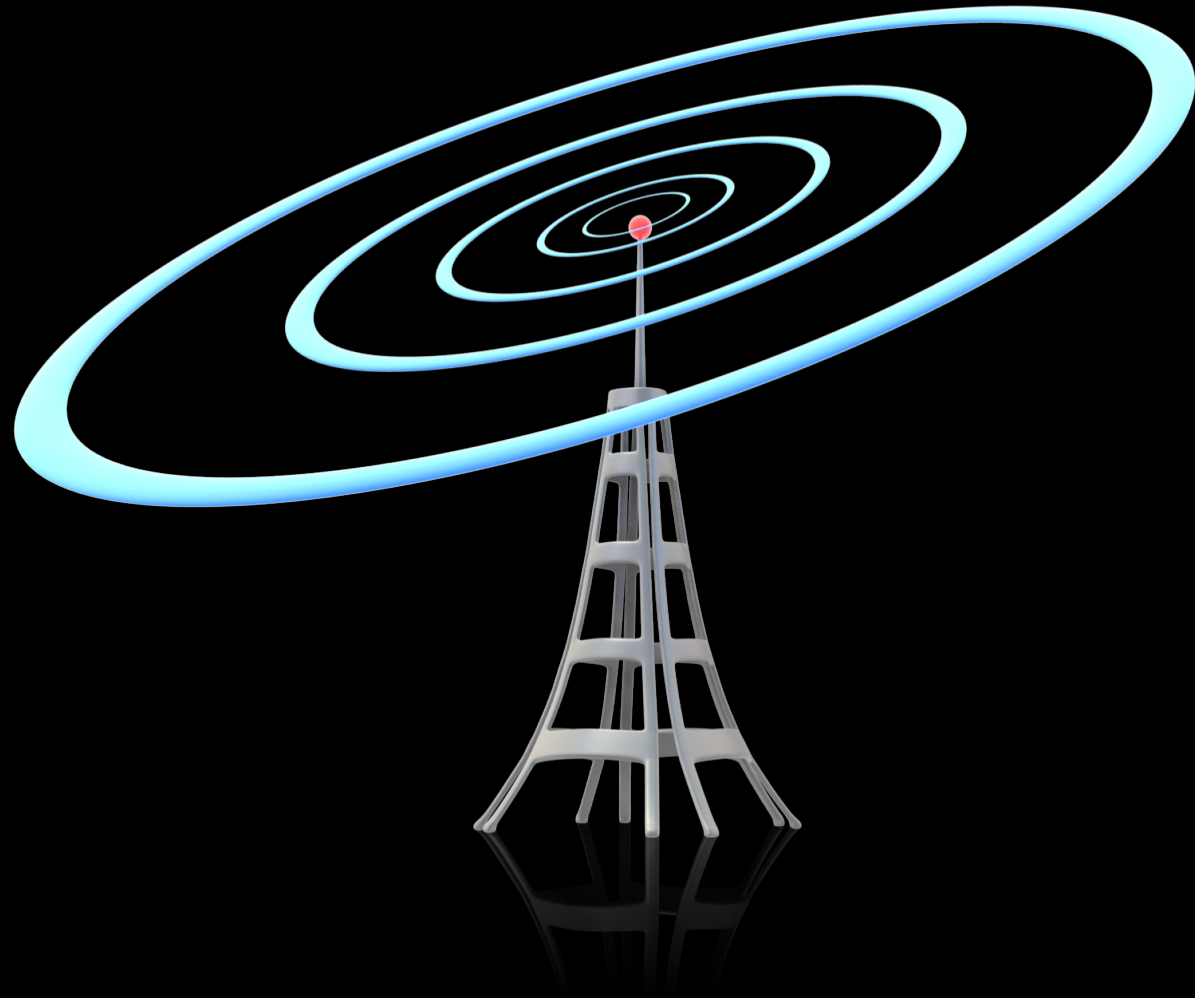
2024
CCIC

COMMUNITY COLLEGE INNOVATION CHALLENGE

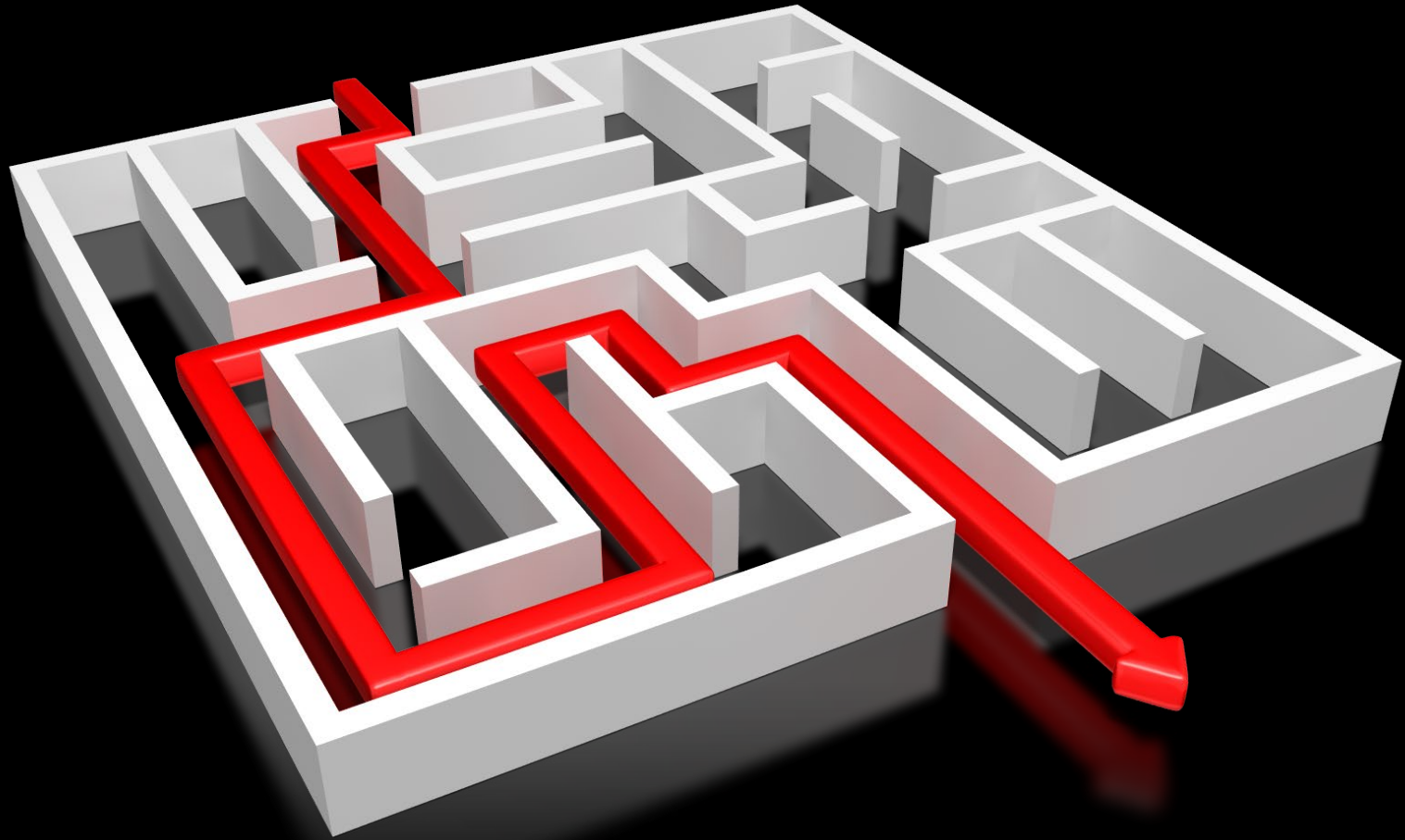
Advancing Student Innovation & Impact



Signaling Innovation



What is our path to success?

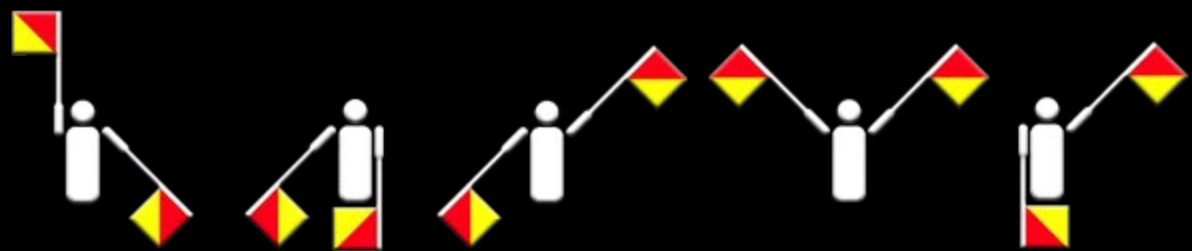


How will you be judged?



Tools to succeed





SIGNALING VALUE



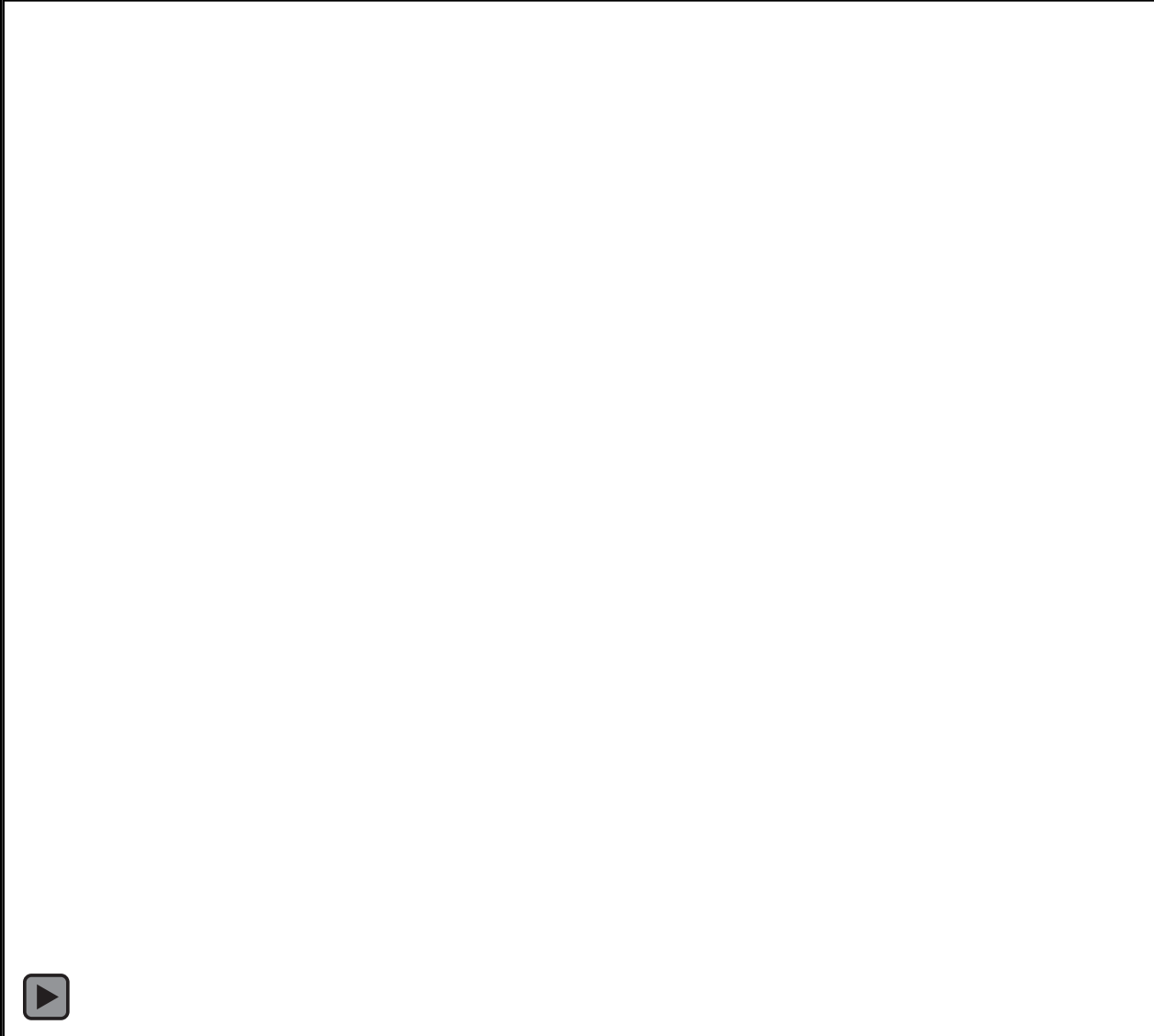


What it's worth, not what it costs

$$\frac{\text{REAL Value}}{\text{PERCEIVED Value}}$$

= What it
actually
costs
= What others
think it's
worth

Perceived Value ~~≠~~ Real Value



REAL
Value

PERCEIVED
Value



Value Propositions drive Perceived Value

Value Propositions are...



Discrete BENEFIT bundles that prove your offer helps stakeholders get something THEY want:

- *Solutions to problems;*
- *Means to satisfy needs;*
- *Abilities to reach goals.*



Effective Value Propositions are
fitted to specific Pains and Gains

People do things for their reasons, not yours





People rarely buy things.



They buy descriptions of the thing's worth.

Value Proposition to Message Planner

VALUE PROPOSITION to MESSAGE PLANNER

Page 1

DESIGN

1. TARGET AUDIENCE: TO WHOM IS THIS DIRECTED? WHO MUST BE INFLUENCED SUCCESSFULLY? (Among those with whom you will be communicating, describe the person or persons MOST IMPORTANT to reach and influence. This is the TARGET.)	
2. GOAL: WHAT DO YOU WANT OR EXPECT THE TARGET TO DO? (What information do you want the Target to know or understand? What attitude(s) do you want to change? What action do expect the Target to take because of the communication?)	
3. TARGET MOTIVATION(S): WHAT OUTCOME DOES THE TARGET SEEK? (What pains does the Target want to relieve? What gains does it want to create? Ensure precision based on the 5 "whys" of Customer Discovery.)	

DEVELOP

4. PROBLEM/OPPORTUNITY: DEFINE THE PRIORITY PROBLEM, NEED, OR OPPORTUNITY YOU SOLVE. (Which specific pressing pain, or potential gain, of the Target's does your solution explicitly address?)	
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DESIGN

VALUE PROPOSITION TO MESSAGE PLANNER

Page 1

DESIGN

**REFERENCE: TO WHOM IS THIS
WHO MUST BE INFLU-
ESSENTIALLY? (Among those
communicating,
persons MOST
and influence. This**

**WANT OR
DO? (What
Target to
attitude(s) do
action do
cause of the**

**WHAT
GET SEEK?
want to
want to
based on the 5
ery.)**

1. Define the Target audience



2. Set a goal



Good Goal or Bad Goal?

~~“Explain our invention”~~



Good Goal or Bad Goal?

~~“Create interest”~~



Good Goal or Bad Goal?

“Schedule a follow-up meeting for next week”

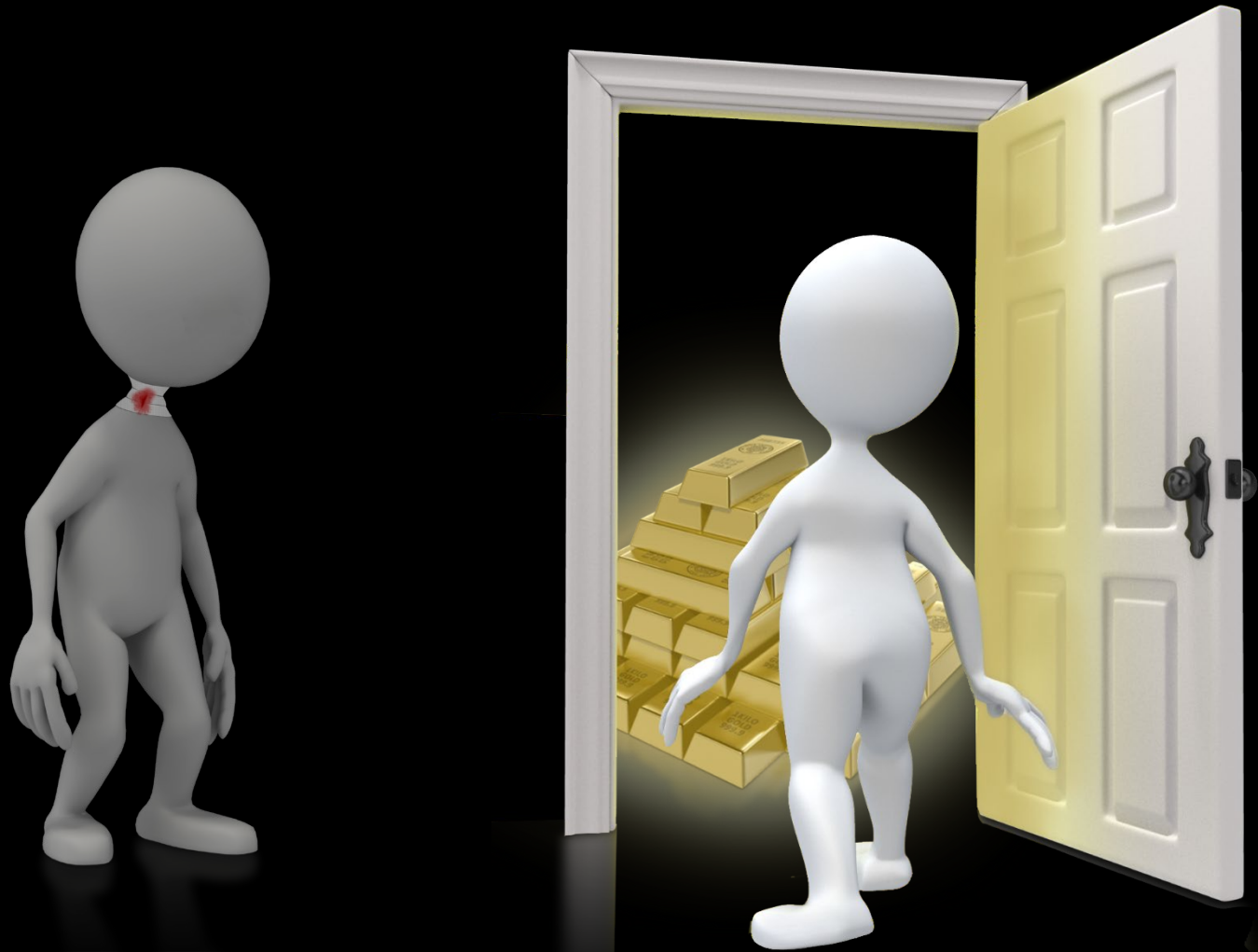


Good Goal or Bad Goal?

**“Get my project
approved”**



3. Specify the result(s) the Target seeks





Desired results aren't necessarily obvious

DEVELOP

EXPECT THE TARGET TO DO? (What information do you want the Target to know or understand? What attitude(s) do you want to change? What action do you expect the Target to take because of the communication?)

3. **TARGET MOTIVATION(S): WHAT OUTCOME DOES THE TARGET SEEK?** (What pains does the Target seek to relieve? What gains does the Target seek to create? Ensure precise "whys" of

DEVELOP

4. **PROBLEM/OPPORTUNITY: D**
PRIORITY PROBLEM, NEED, OR OPPORTUNITY YOU SOLVE. (Which specific pressing pain, or potential gain, of the Target's does your solution explicitly address?)

4. Describe the pressing Pain or Gain



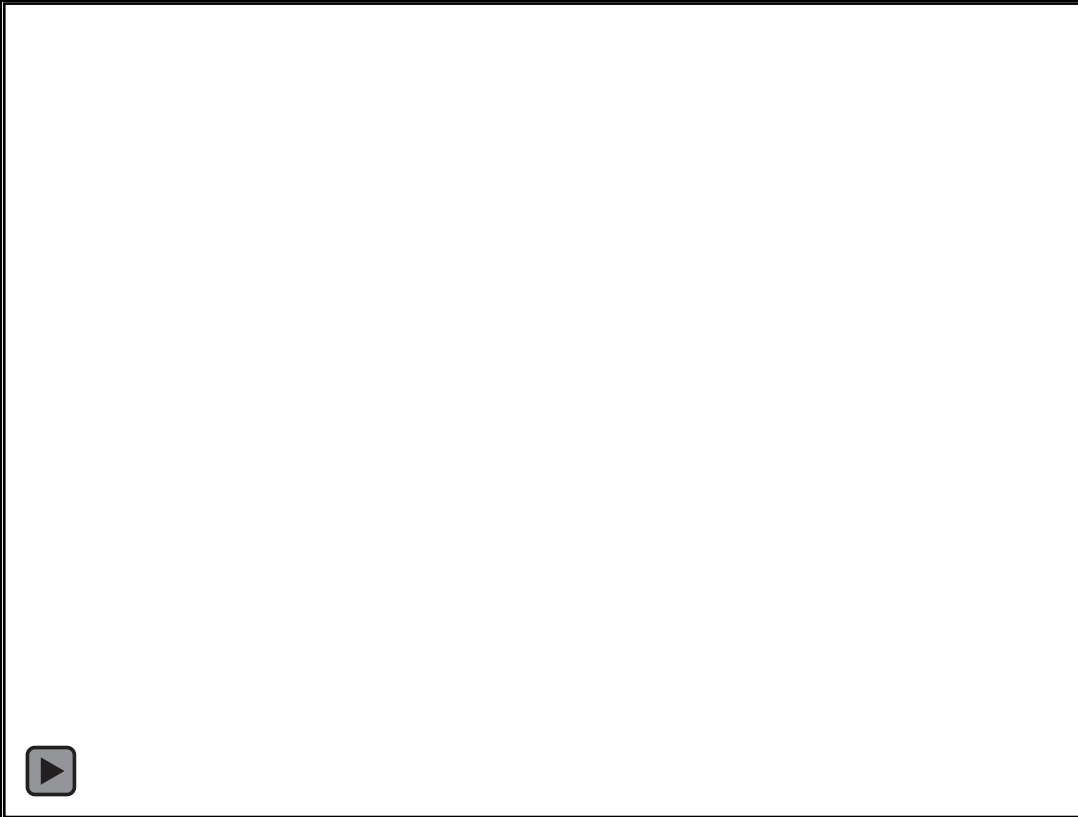
4a. Demonstrate knowledge of the situation



5. Lay out your solution

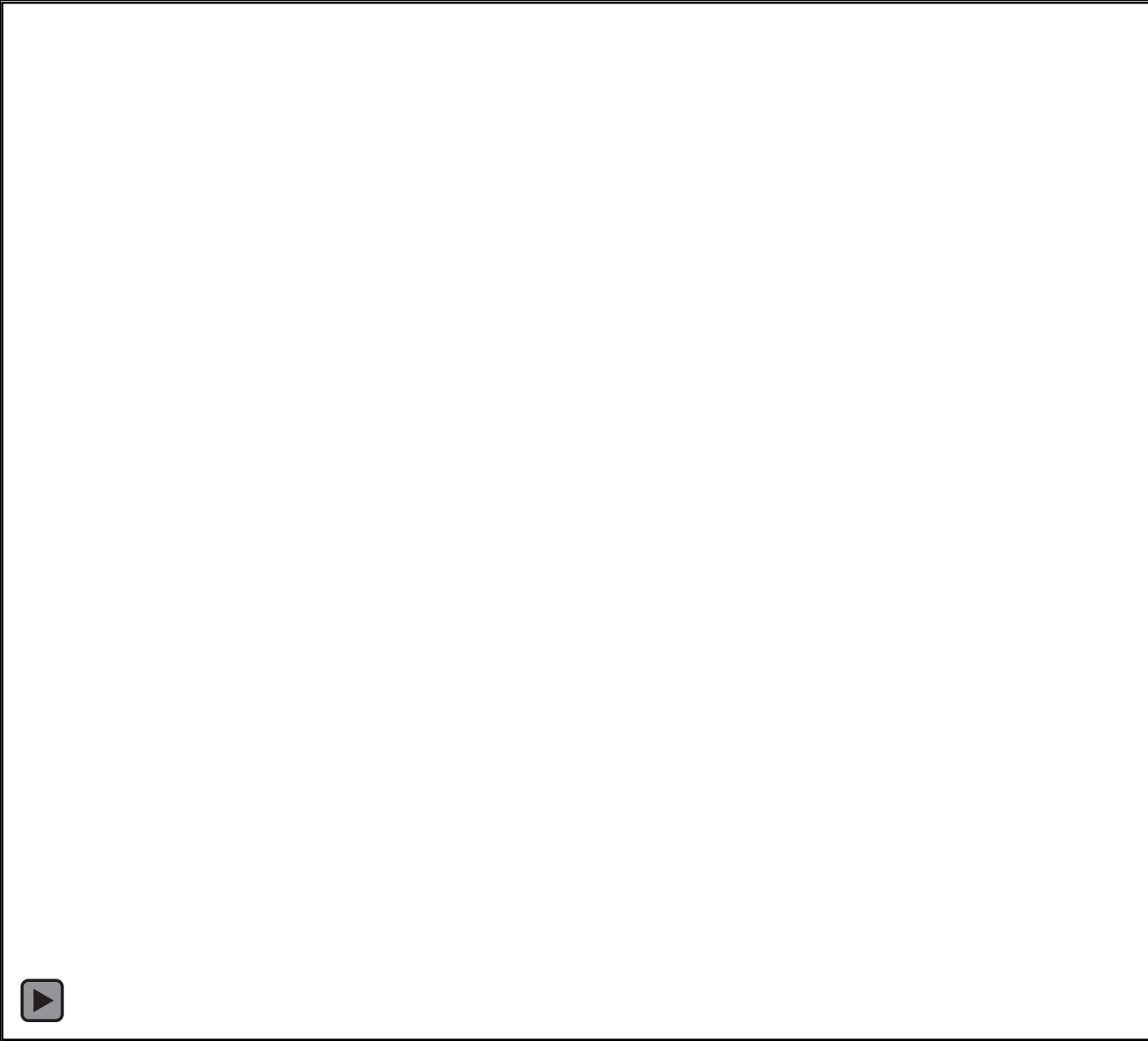


5a. Prove your solution works



TYPE
TRATION
OJECT
S

6. Enumerate the benefits you deliver



A large white rectangular area for writing, with a small play button icon in the bottom left corner.

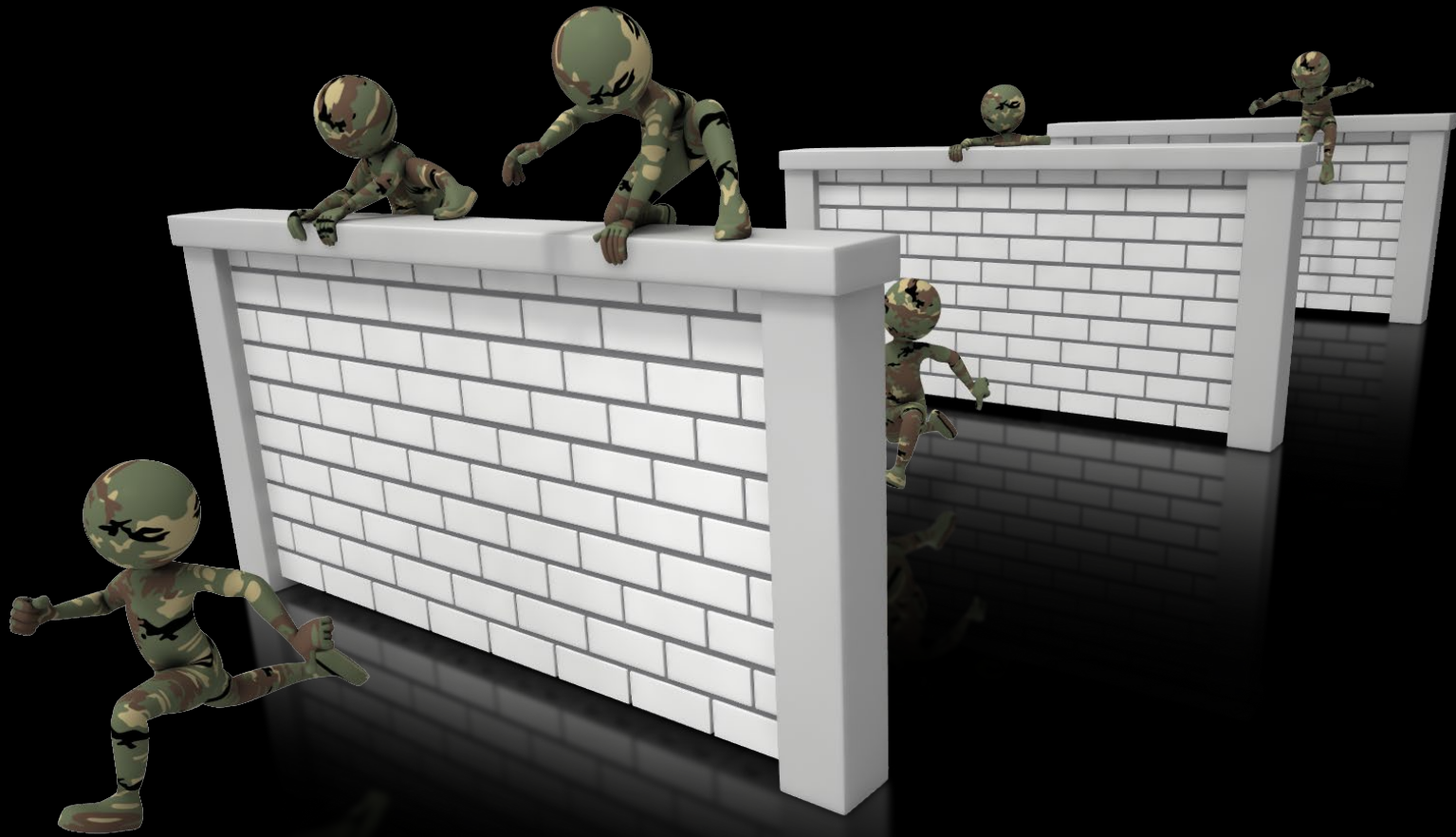
6a. Validate the benefits are genuine



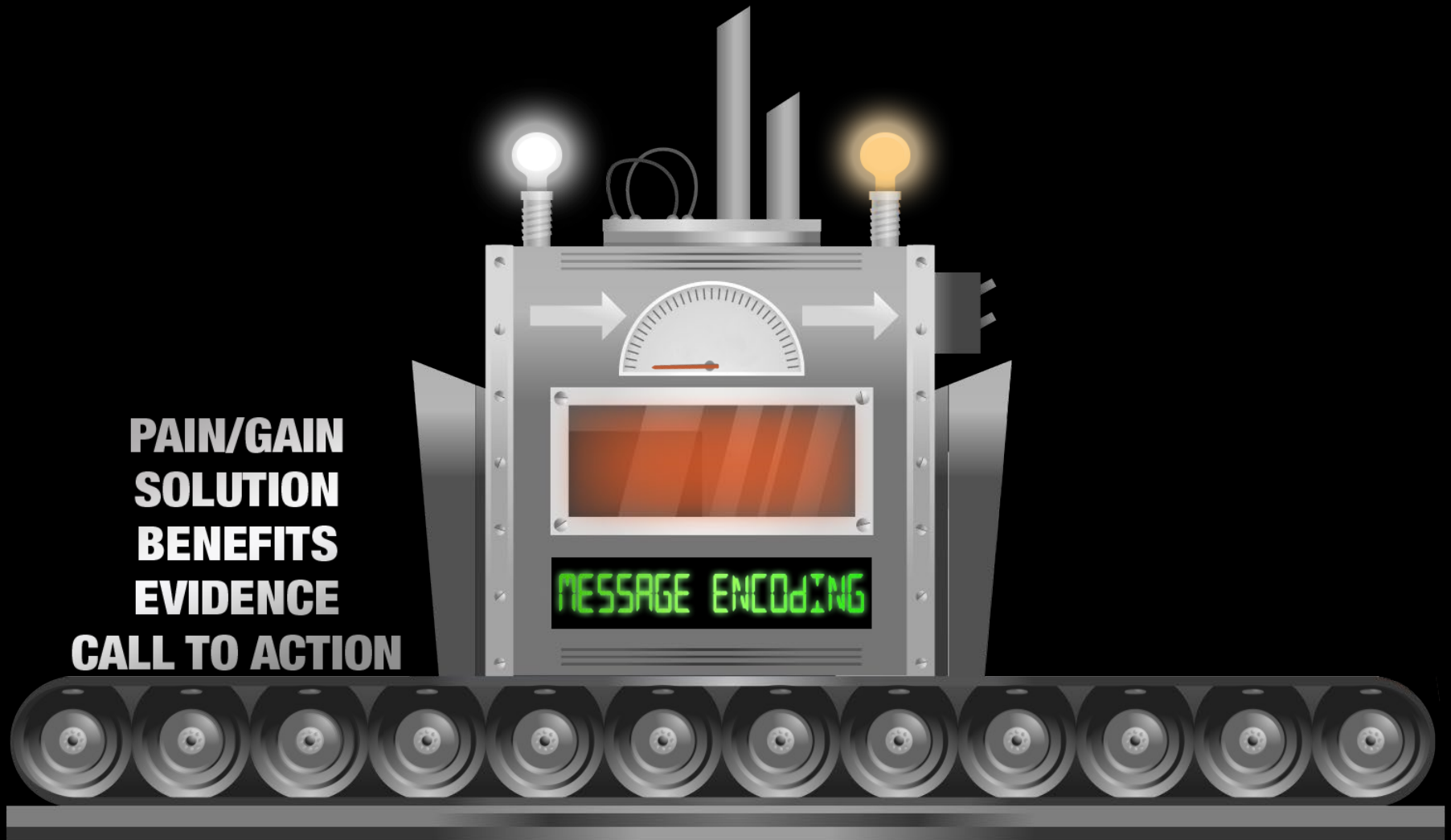
7. Call upon the Target to act



Message Planner Exercise



Turn your raw materials into a value-signaling Message



PAIN/GAIN
SOLUTION
BENEFITS
EVIDENCE
CALL TO ACTION

Write it out...word-for-word


VALUE PROPOSITION TO MESSAGE PLANNER
Page 4

proposed approach or solution and how your proposal gets the Target something it wants or needs.

- o Provide the Target with valid reasons to believe that your proposal is viable and relevant.
- Stress the benefits the Target will realize by accepting your proposal. Enumerate no more than three compelling benefits. Prioritize and emphasize benefits of importance to the Target.
 - o Give evidence that proves your ability to deliver the claimed benefits.
- Close by quickly summarizing the problem-solution-benefits you've articulated and then urge the Target to think or do as you intend.

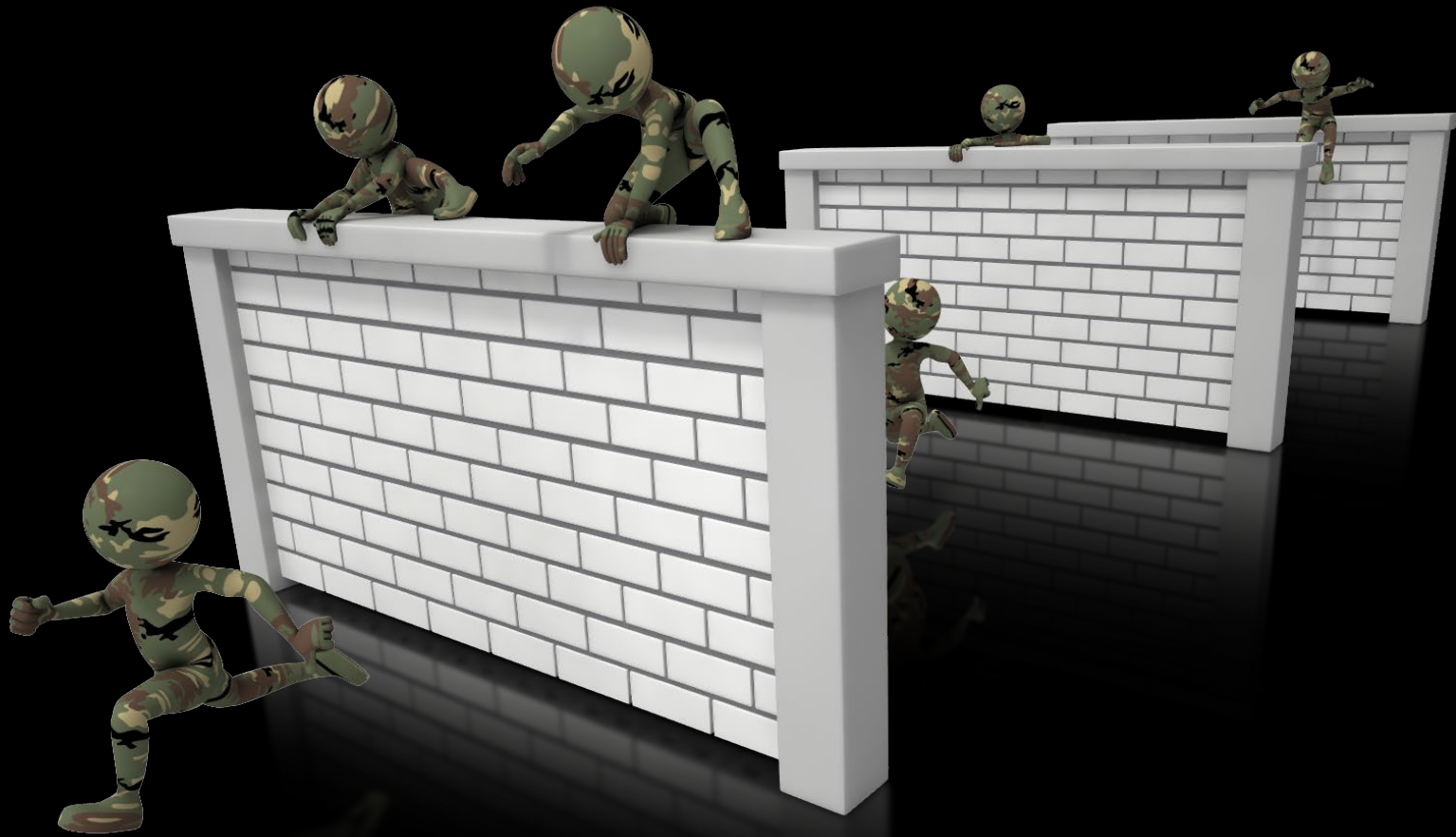
Use the space below to write out your message:

More than 200 years ago, English cleric Thomas Malthus predicted that world population would grow exponentially while



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Message Planner Exercise



DISTILL

VALUE PROPOSITION TO MESSAGE PLANNER

Page 5

DISTILL

Read through and review your written-out message several times. When you're satisfied that your written message accurately represents your intended meaning, circle, underline, or highlight key words or short phrases that call to mind the exact language your written message contains. Transfer these memory triggers to the Message Triangle on the next page:

- At the top vertex of the Message Triangle, enter cues and prompts that will help you recall the Target's problem, need, or opportunity. Under these cues, remind yourself of the evidence that substantiates this need. Refer to items #4 and #4a in the Communications Planner as well as your written message.
- At the bottom right vertex, enter reminders of how you will help the Target solve its problem, meet its need, or capitalize on an opportunity. Under these, list triggers for how you will prove the viability of your approach or solution. Refer to items #5 and #5a in the Communications Planner as well as your written message.
- At the bottom left vertex, jog your memory to recall the three most compelling benefits the Target will realize by acting on your assertions. Under the benefits, list reminders of the evidence that proves you can, in fact,

VALUE PROPOSITION TO MESSAGE PLANNER

Page 4

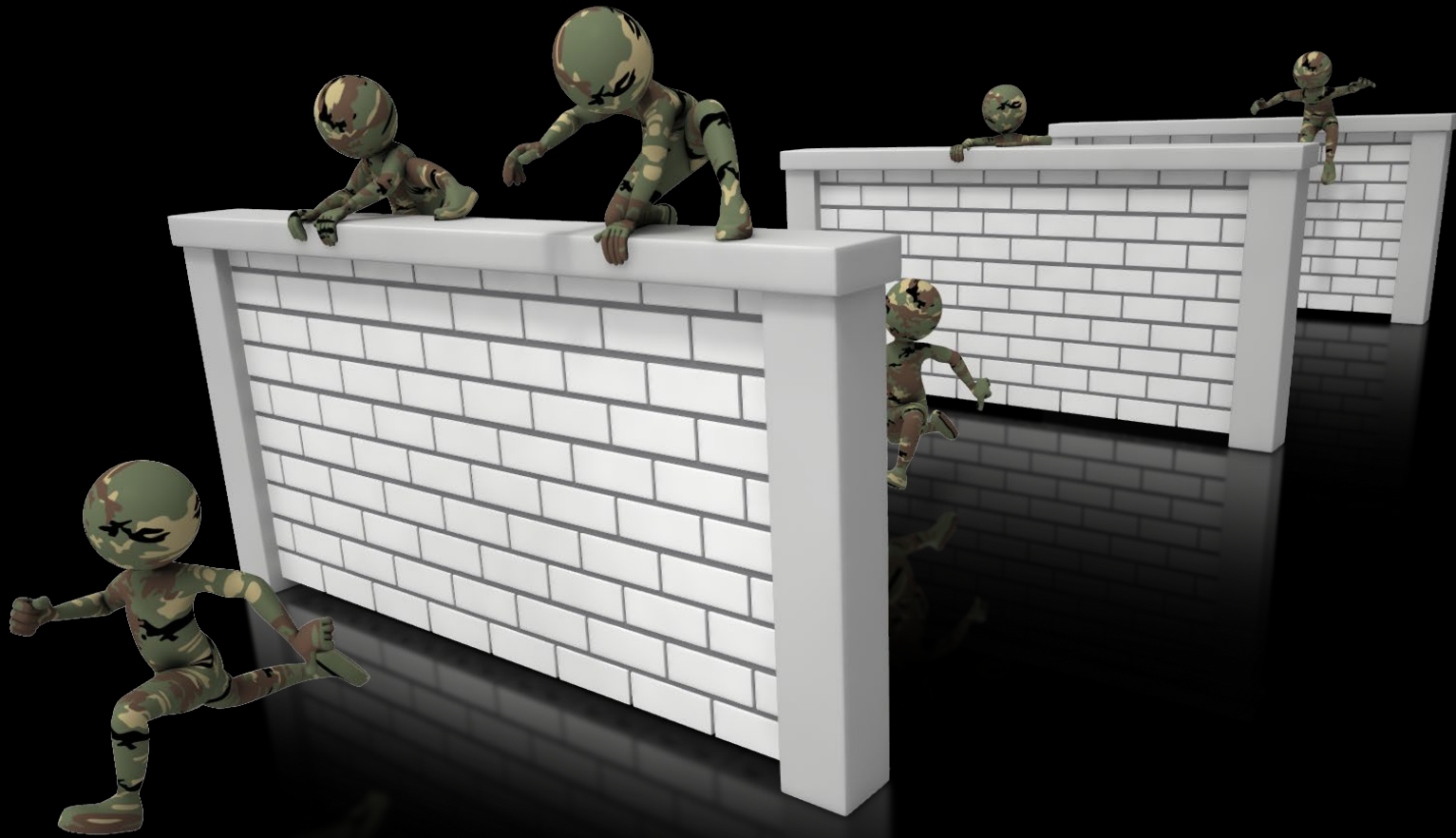
- Reveal your proposed approach or solution and how your proposal gets the Target something it wants or needs.
 - Provide the Target with valid reasons to believe that your proposal is viable and relevant.
- Stress the benefits the Target will receive from your proposal. Enumerate no more than three compelling benefits. Prioritize and rank them in order of importance to the Target.
 - Give evidence that proves the benefits you've claimed.
- Close by quickly summarizing the benefits you've articulated and then urge the Target to think or do as you recommend.

Use the space below



the name of
since
populatically and
food prohetically, the
population will eventually outstrip the
food supply, returning humankind to
subsistence level. Yet, here we are, over
200 years later, with a world population
more than seven times larger, and we've
still avoided the Malthusian Curse. Or
have we? Did Malthus get it wrong, or are
his predictions merely postponed?

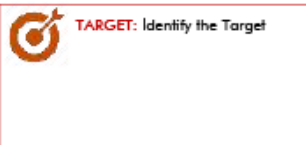
Message Planner Exercise



Message Triangle

MESSAGE TRIANGLE

Page 6



Top Vertex: Pain/Gain and Proof. Enter cues and prompts that remind you to articulate and validate this Target's problem, need, or opportunity.



Left Vertex: Benefits and Proof. Enter cues and prompts that remind you to convey the most compelling benefits the Target will realize (limit yourself to three). Add triggers to prove the benefits are realistic and achievable.



Center of Triangle: Call to Action. Enter cues and prompts that remind you to summarize your case and urge the Target to act.



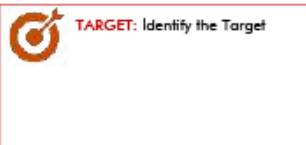
Right Vertex: Solution and Proof. Enter cues and prompts that remind you to relate the solution you're advocating. Add triggers to substantiate the solution's viability.



Message Triangle

MESSAGE TRIANGLE

Page 6



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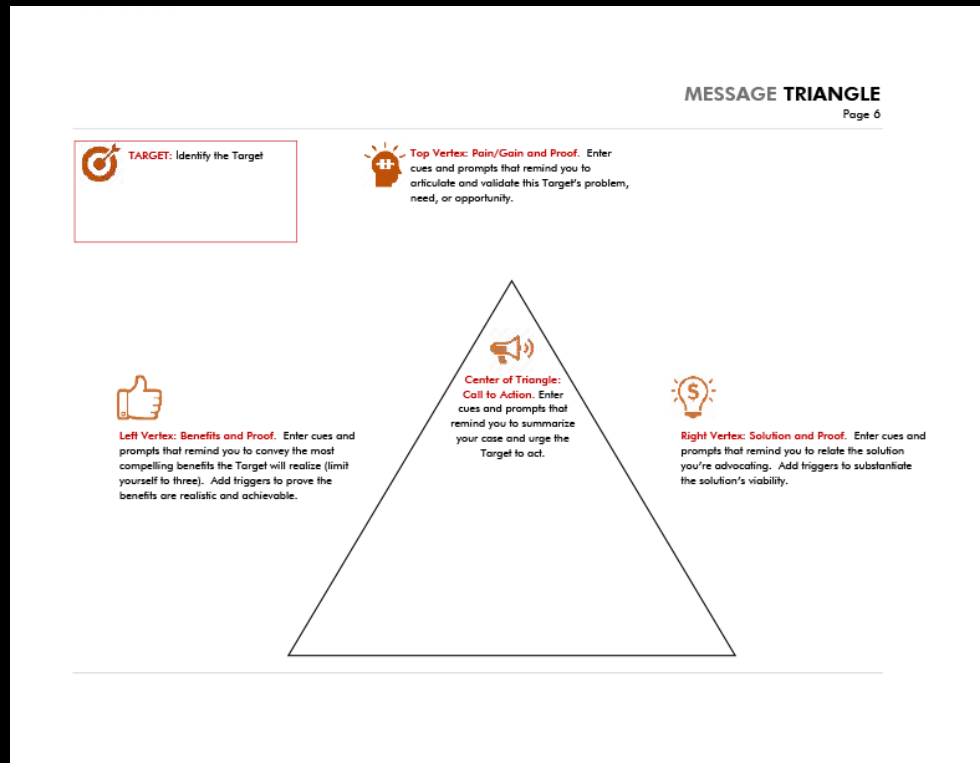
Center of Triangle: Call to Action. Enter cues and prompts that remind you to summarize your case and urge the Target to act.



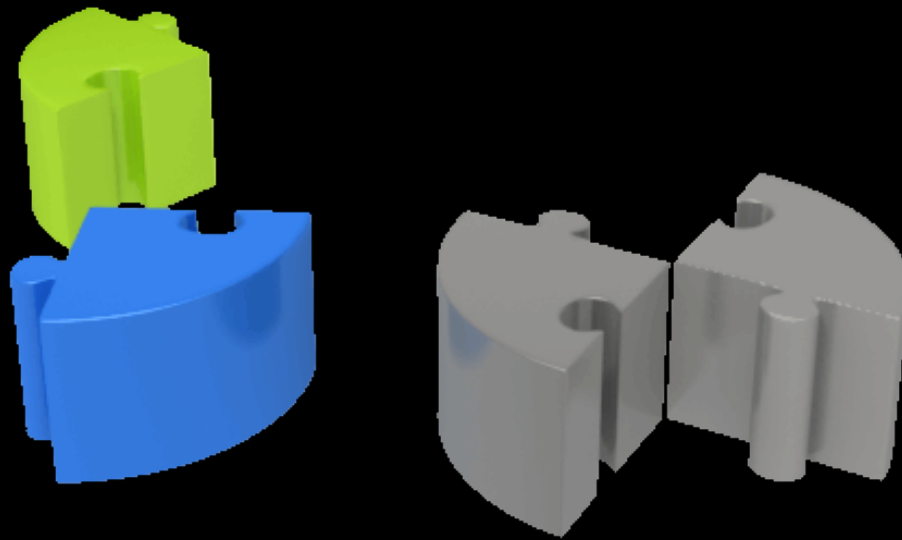
Right Vertex: Solution and Proof. Enter cues and prompts that remind you to relate the solution you're advocating. Add triggers to substantiate the solution's viability.



Message Triangle Exercise



Final piece to the puzzle

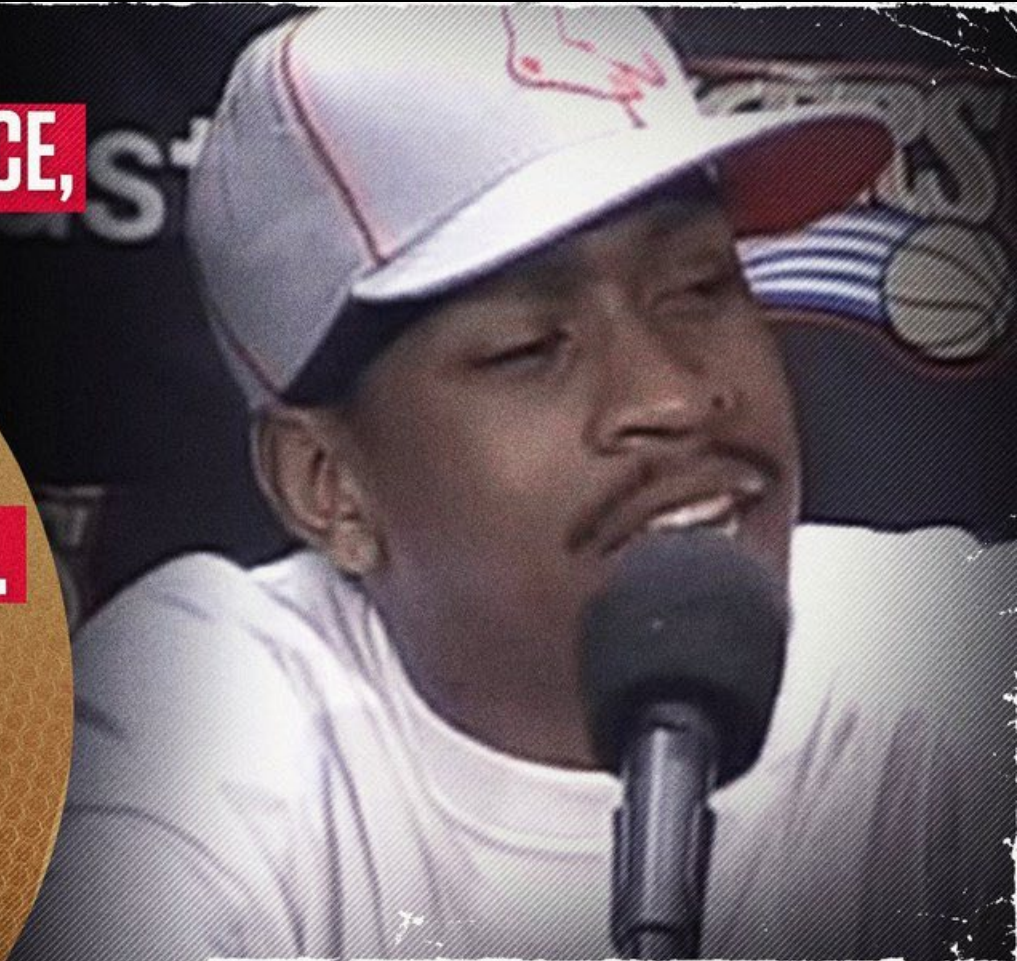


We're talking about practice

We're talking about **PRACTICE**,
not a game, not a game,
not a game, we
TALKING ABOUT PRACTICE.

ALLEN IVERSON

“ ”





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