

Value Proposition Worksheet



1. Internal Assessment

From *your perspective*, what are the top 3 areas of value contributed by the Communications function?

	Value	Why is this important?	How do you contribute to this area of value in your role?
1			
2			
3			

2. External Assessment

From the *perspective of your internal clients and senior leadership*, what might they identify as the top 3 areas of value contributed by the Communications function?

	Value	Why is this important?
1		
2		
3		

