

# the difference map

CREATED FOR:

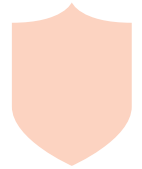
DATE:

## PRINCIPLES

Truth about me/us

Truth about the market/industry

Truth about the people I/we want to serve



## PURPOSE

Why do we exist?



## PEOPLE

Who is this for?  
What do they care about?



## PERSONAL

How can we change  
how people feel?  
How can we help  
them live better lives?



## PERCEPTION

What do they believe?  
What would we like them  
to believe about us?



## PRODUCT

What do people really  
want or need?  
How do we create value  
for our customers?

