

HOW ENTREPRENEURS BUILD ISLANDS OF SPECIALIZATION

Dr. Per Bylund's metaphor provides a better way to think about the design and delivery of the highest-value customer experience.

AIM TO PLEASE

- Customer focus
- Customer empathy
- Identify subjective preferences

DON'T COPY

- Serve in unique ways
- New and different
- Navigate to where the customer will be in the future

BUILD FROM YOUR OWN STRENGTHS

- Identity = Strategy
- Unique knowledge
- Unique relationships
- Unique brand

MAXIMIZE VALUE

- Value is the customer's experience
- Higher satisfaction
- More occasions
- More customers

