



NAME..... DATE..... RATING OUT OF 10.....

TITLE: FIVE STAR QUALITY, CHEAP AS CHIPS

QUOTE: “Price is what you pay, value is what you get”
Warren Buffet

OBJECTIVES FOR THE WEEK:

Start by analysing the value of some recent projects. How much did they cost and what did they produce. Some values are intangible like brand love, while others like sales are very tangible.

Decide what values are the most important to you, if you are a sales driven business, it might be about the bottom line. A more caring company will be interested in their peoples engagement score. Decide what value is for you and work this into your next project.

If you have some budget you can allocate, a great exercise is to give a small amount to a selection of people and set them free to use it how they will. They don't have to account for the money, but they do have to present the results. You will find that people come up with all sorts of different and exciting ideas when they have a small amount of budget and a lot of freedom. The best ideas can then be scaled up and pushed hard.

RESULTS:

