



# THE VALUE STREAM DISCOVERY LOOP

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UX Research & Strategy

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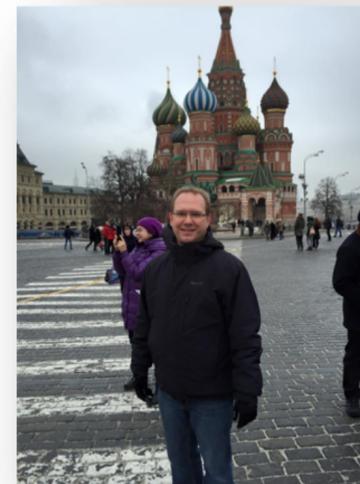




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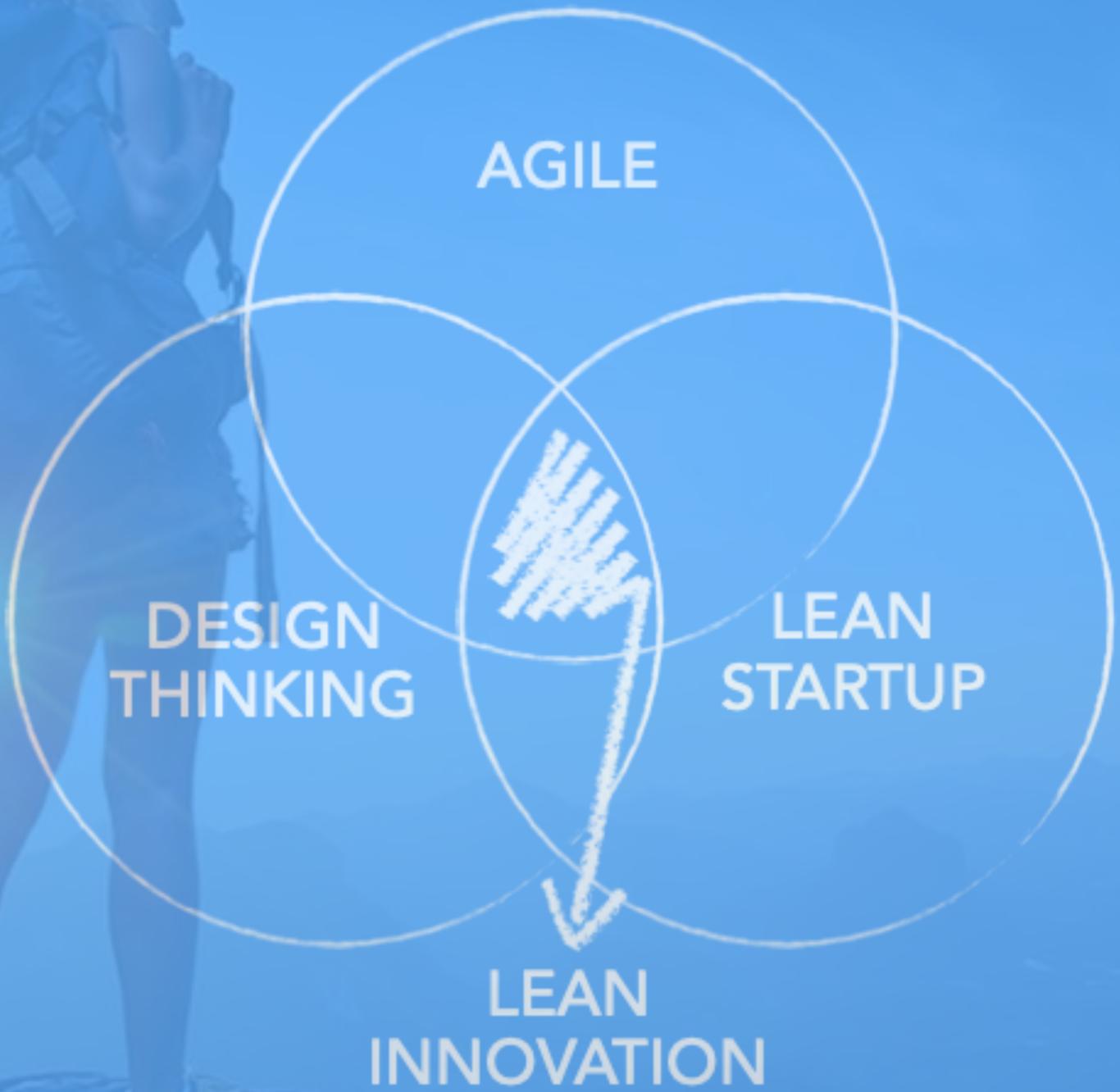
- 25+ years leading Innovation & Customer Experience transformation
- NPS Pioneer / NPS Certified
- Senior Moves the Needle Impact Coach
- Certified Medallia CX Partner
- SMU Adjunct Instructor
- Lean Six Sigma Master Black Belt
- Intuit Innovation Catalyst
- Baldrige National Performance Excellence Examiner Board
- Speaker, Author, Coach, Mentor



Moves The Needle exists to transform global enterprises through empowering people to discover and create new value for their customers.

We've worked with some of the world's most impactful companies:

7-11	ADP	AIA	Allstate	American Family	American Greetings	Bayer	Capital One
Cisco	City of Hayward	CSAA	CUNA Mutual	DBS Bank	eBay	Edmunds	Ericsson
ExxonMobil	General Electric	Gerber Tech	Humana	Hyatt	ING	Intel	Intuit
Invista	Legrand	Lexis Nexus	Nike	Pitney Bowes	Providence Health	Qualcomm	Roche Diabetes
SC Johnson	Schibsted	Sprint	Target	Thomson Reuters	Transamerica	Unilever	USOC





# LEAN INNOVATION

## DELIVERY OF NEW VALUE IN THE EYES OF THE CUSTOMER

(and everybody has a customer)



# EXECUTE

On the known

Measure tasks



# SEARCH

In the unknown

Measure impact

# 3 E's OF LEAN INNOVATION

E

## EMPATHY

Understanding our customers deeply; their pains, passions and desires. Developing insights.

E

## EXPERIMENTATION

Translating insights into action.  
Reducing risks through  
assumption testing.

E

## EVIDENCE

Making decisions quickly based  
on insights and actual customer  
behavior.

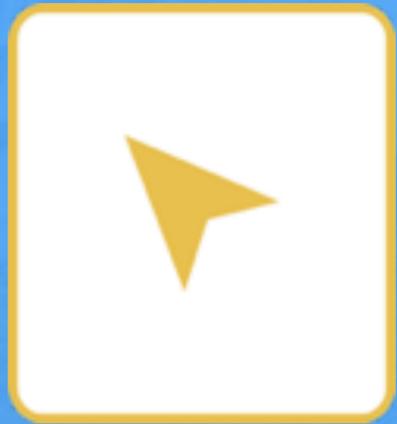
# THE VALUE STREAM LOOP



## AN INTERACTIVE TOOL THAT HELPS...

- Define the business activities needed to create value (in the face of uncertainty)
- Identify how customers “want” to interact
- Focus a team on the activities and metrics that will have the greatest impact

# THE VALUE STREAM



AWARE



INTRIGUED



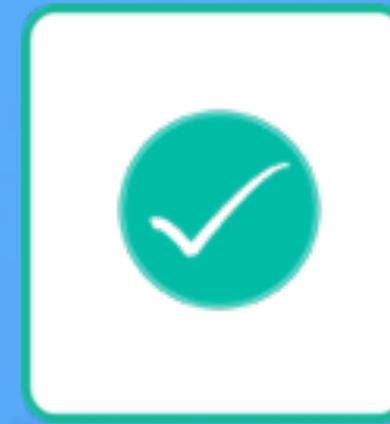
TRUSTING



CONVINCED



HOPEFUL



SATISFIED



PASSIONATE



AWARE



customer  
behavior



business  
activity



Metric(s)

# THE VALUE STREAM APPROACH

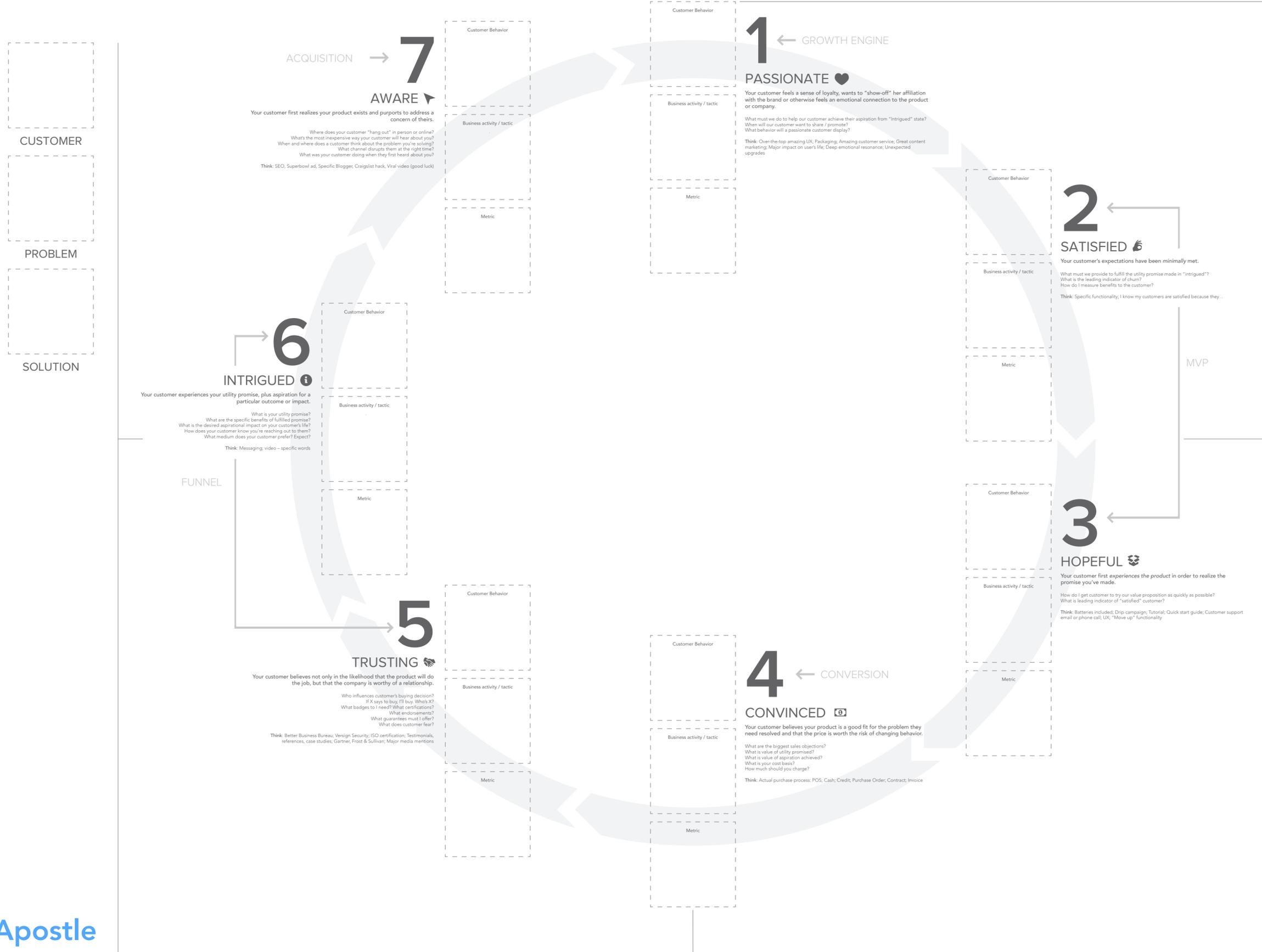
*For each of the seven "customer states", hypothesize & validate:*

- **Customer Behavior:** indicating customer is in a particular state
- **Business Activity:** required to prompt the customer behavior
- **Metric(s):** used to measure behavior

# VALUE STREAM LOOP

The Value Stream Loop is designed to help your team hypothesize the behavior that indicates the customer is in a particular state, what the business must do to get the customer there, and how to measure success. Use in conjunction with the Value Stream Dashboard.

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ACQUISITION



7

AWARE



Your customer first realizes your product exists and purports to address a concern of theirs.

- Where does your customer "hang out" in person or online?
- What's the most inexpensive way your customer will hear about you?
- When and where does a customer think about the problem you're solving?
- What channel disrupts them at the right time?
- What was your customer doing when they first heard about you?

Think: SEO, Superbowl ad, Specific Blogger, Craigslist hack, Viral video (good luck)

Customer Behavior

Business activity / tactic

Metric



# Supercharge your transformation skills: Master Lean Innovation to increase your influence & drive business impact.

*“Customer-centric customer-obsessed, customer-driven are easy words to say, but surprisingly difficult to do. These workshop from Moves The Needle helped turn these words into actual behaviors for our team. It will be a game-changer for us.” — Piritta Van Rijn, Chief Product Officer, TaxAct*

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