

NEW VERBALIZING GRID 1.0

POWERED BY
THE NEW VERBALIZERS www.newverbalizers.com

1

DISCOVER

Initial idea & passion

2

CONCEPTUALIZE

Value for whom & philosophy

3

INSPIRE & INFLUENCE

Your idea out there

<p>YOUR IDEA <i>Define your business/product in one sentence. What is it?</i></p>	<p>STAKEHOLDERS <i>1. Who are they? 2. What is their role in executing your idea?</i></p>	<p>POTENTIAL FANS <i>How can you influence and inspire your customers with your idea and your philosophy?</i></p>
<p>THE KICK-START <i>1. When did you come up with this idea? 2. What did you envision?</i></p>	<p>VALUE FOR END-USER <i>1. Who will most likely need it? 2. What or why makes it valuable for them?</i></p>	<p>SOCIAL AND CULTURAL CONTEXT <i>Which values and beliefs do your customers (fan base / tribe) hold dear?</i></p>
<p>INSPIRING EXAMPLES <i>Which other great ideas, inside or outside your business, have inspired you and why?</i></p>	<p>SELF-ACTUALIZATION <i>How does it improve their personal and/or professional life?</i></p>	<p>ONE THING <i>If customers should know one thing about your idea, what would that be? Define in one sentence.</i></p>
<p>PERSONAL PURPOSE <i>What do you want to change, challenge or solve?</i></p>	<p>YOUR PHILOSOPHY <i>What's your purpose, your core belief, your why? How is your idea contributing to this belief?</i></p>	<p>VISION STATEMENT <i>Why does your idea exist? What will you achieve in the next 5 years for your customers?</i></p>
<p>IF NOT EXECUTED <i>What will the world miss if your idea is not executed?</i></p>	<p>WIDER CONTEXT <i>Which (3) circumstances, currently evolving in the world, shows that people need your idea?</i></p>	<p>DESIGN EXAMPLES <i>Which design examples, inside or outside your business, resemble what you want to express?</i></p>
<p>NEW COMBINATIONS <i>Ideas are new combinations. Which new combinations and relationships do you want to create?</i></p>	<p>THE OTHERS <i>What makes your idea different from similar other ideas?</i></p>	<p>MESSAGES (= WHAT YOU SAY) <i>Which (3) messages, simple and linked to your purpose, do you want to convey? (Why/How/What)</i></p>
<p>YOUR BIGGER PLAN <i>What's your future plan and how is your current idea part of it?</i></p>	<p>DESIRED OUTCOME <i>If everything works out as planned (or even better), what will the world gain from this?</i></p>	<p>ACTIONS (= WHAT YOU DO) <i>Which (3) actions could prove what you believe in and what your idea stands for?</i></p>
<p>CHOICES <i>When you have verbalized your choices, you understand the background of your idea.</i></p>	<p>DECISIONS <i>When you have verbalized your decisions, you know the value for whom and the philosophy behind it.</i></p>	<p>NOW GO FORTH <i>You have finished your idea foundation. Kudos to you. Go forth and create!</i></p>