

# What are the most common Win Themes?



A Win Theme is a problem a decision-maker is seeking to resolve or a goal a decision-maker is seeking to achieve. Each problem will have an impact (consequence) and each goal will have a benefit and value. Solving problems or facilitating the achievement of a goal is value-add.

Win Themes are specific to the decision-maker, so work hard to make sure you know what problems they have or what goals they want to achieve.

We know that sometimes it is helpful to have an idea of what you are looking for, so we thought we would offer up a range of suggestions and ideas that may serve as inspiration or help bring some perspective.

## Some of the most common Win Themes

1. Competence. How have you demonstrated competence?
2. Collaboration. What collaborative work has taken place?
3. Relationship. How have you developed a strong working relationship with the client?
4. Quality. What examples of high-quality work has been achieved?
5. Responsiveness. What examples of responsiveness do we have?
6. Options? Where have we provided our client with a range of options?
7. Customisation. What examples exist where we have provided a bespoke solution?
8. Innovation. How have we been innovative?
9. Stability. What examples of a stable, consistent service can be provided?
10. Sustainability. How can we prove our company will be here tomorrow?
11. Warranty or guarantees. Where have we delivered on our guarantee?
12. Cost. How have we driven costs down?
13. Profit. What have we done to increase profits?
14. Performance. What examples of high performance work have we done?
15. Time. What have you done quicker?
16. Resources. How have you been able to do more with less?
17. Uncertainty. Where have you reduced uncertainty and risk?
18. Value. What value have you created?
19. Integrity. What examples do you have where integrity was displayed?
20. Efficiency. How have you been efficient?
21. Productivity. How have you been highly productive?
22. Useability. How have you made the product more useable?
23. Assurance. Where have you provided assurances?
24. Health and Safety (inc. Wellbeing). What have you done to ensure health and safety?
25. Environmental impact. What have you done to reduce the impact on the environment?
26. Social value. How have you created social value?