BluJ

What Value-telling Content should be caught?

We believe the Value-telling Content that should be captured, must align with the Win Theme and answer the question posed. For example; if the Win Theme is Innovation and the question is: How have we been innovative? Then the Value-telling Content should be examples, evidence or proof of innovation.

We also know that sometimes people may just want to free-style, so we thought we would offer up a range of suggestions and ideas that may serve as inspiration or help get the creative juices flowing.

Value-telling Content

- [ ] Capture where you have wowed a decision-maker
- [ ] Capture where you have educated a decision-maker
- [ ] Capture where you have exceeded a decision-maker's expectations
- [ ] Capture where you have solved a problem for a decision-maker
- [ ] Capture where you have learnt a lesson for a decision-maker
- [ ] Capture where you have demonstrated your USP to a decision-maker
- [ ] Capture where you have added value to a decision-maker
- [ ] Capture where you have achieved something that would impress a decision-maker
- [ ] Capture where you have gone above-and-beyond that would impress a decision-maker
- [ ] Capture where you have collaborated to solve a problem
- [ ] Capture where you have shown flexibility towards a decision-maker
- [ ] Capture where you have shown competence towards a decision-maker
- [ ] Capture where you have used your experience to help a decision-maker
- [ ] Capture where you have demonstrated skill to help a decision-maker
- [ ] Capture where you have used your knowledge to give an insight to a decision-maker
- [ ] Capture where you have developed a strong working relationship with a decision-maker
- [ ] Capture where you have recovered a relationship with a decision-maker
- [ ] Capture where you have not compromised quality for a decision-maker
- [ ] Capture where you have shown responsiveness towards a decision-maker
- [ ] Capture where you have provided options to a decision-maker
- [ ] Capture where you have customised something for a decision-maker
- [ ] Capture where you have been innovative to benefit a decision-maker
- [ ] Capture where you have demonstrated stability for a decision-maker
- [ ] Capture where you have demonstrated sustainability for a decision-maker
- [ ] Capture where you show size is important to a decision-maker
- [ ] Capture where you show space is important to a decision-maker
- [ ] Capture where you have guaranteed something for a decision-maker

flip

- [ ] Capture where you have reduced cost for a decision-maker
- [ ] Capture where you have reduced spend for a decision-maker
- [ ] Capture where you have spent more for a decision-maker
- [ ] Capture where you have increased profit for a decision-maker
- [ ] Capture where you have performed highly for a decision-maker
- [ ] Capture where you have saved time for a decision-maker
- [ ] Capture where you have spent your time for a decision-maker
- [ ] Capture where you have saved resources for the decision-maker
- [ ] Capture where you have spent your resources for the decision-maker
- [ ] Capture where you have reduced risk for a decision-maker
- [ ] Capture where you have reduced uncertainty for a decision-maker
- [ ] Capture where you have taken the moral high ground for a decision-maker
- [ ] Capture where you have shown integrity to a decision-maker
- [ ] Capture where you have increased efficiency for a decision-maker
- [ ] Capture where you have been more effective/productive to benefit a decision-maker
- [ ] Capture where you have reduced waste for a decision-maker
- [ ] Capture where you have lived up to your reputation to a decision-maker
- [ ] Capture where you have improved the usefulness of something to a decision-maker
- [ ] Capture where you have created scalability for the benefit of a decision-maker
- [ ] Capture where you have given peace of mind to a decision-maker
- [ ] Capture where you have improved health, safety and wellbeing for a decision-maker
- [ ] Capture where you have given an experience to a decision-maker
- [ ] Capture where you have created social-value in the community
- [ ] Capture where you have demonstrated compliance
- [ ] Capture where you have improved the environmental impact you have

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Creating content that converts