

Exercise: Compare perspectives on Things That Matter



Warning: this is an introductory exercise, intended only to allow people to get some sense of the Things That Matter approach and to demonstrate its relevance; it is *not* a substitute for the full approach.

For more info - visit managevalue.co.uk/dont_just_ask

Party A: _____ **Perspective**

Party B: _____ **Perspective**

What do you (Party A) think are the top 5 *Things That Matter* to you - Party A?

What do you (Party B) think are the top 5 *Things That Matter* to the other party - Party A

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

A A

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

What do you (Party A) think are the top 5 *Things That Matter* to the other party - Party B

What do you (Party B) think are the top 5 *Things That Matter* to you - Party B

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

B B



- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



Instructions

1. Cut or fold the page down the middle (top to bottom)
2. Party A: capture your perspective on the left side
3. Party B: capture your perspective on the right side
4. Compare and contrast both perspectives side by side



Look for:

- areas of alignment
- any differences in language / terminology
- any differences in priority ranking

Notes:

Don't worry if there are significant differences in perspectives - this is normal!

There is often greater alignment in perspectives on what matters to the 'customer' (after all, it's imperative for a supplier to understand what matters to their customer).

Don't just ask what matters without a plan to deal with it.

Visit managevalue.co.uk/dont_just_ask (or scan the QR code).

