

Target Message	Definition	Intended Audience	Example
Value Proposition	A clear statement of the tangible results a customer gets from using your products or services. It's outcome focused and stresses the business value of your offering.	<ul style="list-style-type: none"> Your Customer The Analyst Community 	<i>"We help large companies reduce the cost of their employee benefits programs without impacting benefit levels. One of our recent clients, a large manufacturing company similar to yours, was struggling with how to reduce spending in this area. We saved them over \$800,000 in just six months."</i>
Unique Selling Proposition	A statement about what makes you and your company different from other vendors. Its primary value is to create competitive differentiation.	<ul style="list-style-type: none"> Your Customer The Analyst Community 	<ul style="list-style-type: none"> <i>"We specialize in working with financial institutions." (specialty)</i> <i>"We guarantee service in 4 hours or your money back." (guarantee)</i> <i>"We use a unique tool called SureFire! to analyze your critical needs." (methodology)</i>
Elevator Speech	A short, 1-2 sentence statement that defines who you work with (target market) and the general area in which you help them.	<ul style="list-style-type: none"> General Networking Community 	<ul style="list-style-type: none"> <i>"I work with small businesses who are struggling to sell their products or services into large corporate accounts."</i> <i>"We help technology companies effectively use their customer information to drive repeat sales."</i> <i>"I help small-to-medium sized manufacturing companies who have difficulties with unpredictable revenue streams."</i>
Mission Statement	An enduring statement of purpose for an organization that identifies the scope of its operations in product and market terms, and reflects its values and priorities.	<ul style="list-style-type: none"> Your Employees Your Customer 	<i>"The mission of Blockbuster Entertainment Group is to be the best provider of entertainment options that meet consumer needs."</i>
Vision	A concise description of the organization at some future time, which sets the overall direction of the organization. It is what the organization strives to be.	<ul style="list-style-type: none"> Your Employees Your Customer 	<i>"Ameritech will be the world's premier provider of full-service communications for people at work, at home, or on the move."</i>
Values	Collective principles and ideals that guide the thoughts and actions of an individual, or a group of individuals. Values define the character of an organization.	<ul style="list-style-type: none"> Your Employees Your Customer 	<i>See IE's Values (attached)</i>

Information Experts Values

Innovation

Innovation is fundamental to the success of Information Experts. We value creativity – the ability of people to develop new ways to identify communications opportunities and solve communications problems. We will use our skills to search for and apply new communications approaches and business solutions, which will contribute to the profitability and productivity of our clients.

Value Creation

We are dedicated to creating value for our customers by providing innovative, results-driven solutions designed to increase profitability, improve productivity, reduce attrition, and improve synergies between internal and external communications efforts.

Teamwork

We are committed to creating an atmosphere of teamwork, collaboration, open communication, mutual support, respect, and investment in each other's success. We realize the value of bringing diverse backgrounds, perspectives, and expertise to the achievement of corporate objectives. We encourage and recognize both team and individual achievements and leadership. We honor commitments to each other at all levels of the organization. We focus on finding solutions, and support a collaborative environment that promotes risk-taking. We believe in open and constructive communication of ideas, observations, and concerns. We strive to provide opportunities for Information Experts employees to reach their full potential and impact the direction of the organization.

Clarity & Precision

Information Experts is committed to bringing a level of clarity & precision to all communications problems that organizations are unable to provide for themselves. Our value lies in our ability to clearly and sharply see our client's organizational issues and communications challenges as they really are and in the context in which they exist, and to provide razor-sharp precision in assessing the impact of inaction. Our unbiased, neutral perspectives enable us to clearly see the problems at hand. Our expertise enables us to create the most effective communications solutions.

Accountability

We believe that consistent achievement of IE's goals requires individual and team accountability at all levels of the organization. Ensuring a clear explanation and communication of objectives and expected results will facilitate day-to-day decision-making by individuals and teams and will contribute to the successful achievement of results and customer satisfaction.

Quality

We view Quality as a three-pronged value: Quality of life inside the company, Quality of life outside the company, and Quality of our products and services.

Quality of life inside the company: We have worked very hard to create a business environment that is motivating, fun, empowering, educational, and safe. Our employees have a lot of creative freedom. We encourage employees to go beyond their comfort zones so that they can grow personally and professionally. We expect our employees to make decisions and implement ideas. We demand results, but provide the necessary tools and encouragement to succeed.

Quality of life outside the company: We recognize that employees have outside commitments, responsibilities, and interests. Work is simply one facet of their life. We believe in personal growth – pursuing avocations, maintaining physical fitness, enjoying rich family and social experiences, and having fun. We know that these pursuits directly or indirectly enrich our professional interactions and make us the kind of people we want to work with. To facilitate personal growth, Information Experts takes an interest in all of us as people, and strives to help us maintain the professional/personal life balance

Quality of products and services: The quality of our work is everything. We have invested a tremendous amount of time, money, and intellectual capital to create "The Q," which ensures the quality of every product we create.