



Customer approach in BUSINESS MODELL DEVELOPMENT



“You've got to start with the customer experience and work back toward the technology, not the other way around.”

Steve Jobs.

Everything we do is based on the belief that successful people not only pursue a goal, but also have a reason for their actions. We believe that you can increase your impact when you find your “why” and take responsibility for it. To accompany our clients on their journey, we prepare for each appointment professionally, just as a competitive athlete prepares for a competition. So if, during our work together, it becomes apparent that the situation is different than expected, we use our creativity and experience to spontaneously take a different path. But the focus remains the same.

Our goal at Tree Consulting is to create an environment in which learning and development are not only possible, but also sustainable.

We understand that change takes time and that every small step counts. That's why we focus on long-term partnerships based on trust, respect, and a shared commitment to progress. Guided by the 70/20/10 principle, we work to ensure that our clients not only achieve their goals, but also positively influence the people and community around them.

THE RIGHT VALUE PROPOSITION FOR THE RIGHT CUSTOMER PROBLEMS

Would you like to update your business model and expand your customer base? Our approach uses the Business Model Canvas to help you refine your value proposition and accurately identify and meet the needs of your customers. We support you in optimally tailoring your offerings to customer jobs, thereby creating real added value. Together, we shape your company's future with a clear value proposition that will inspire your customers.

RESULTS

01

Customer centricity: Strengthening 'customer jobs' through a precise value proposition.

04

Resource efficiency: Optimizing cost structures and resource allocation.

02

Brand strengthening: Clear communication of the unique value proposition.

05

Sustainable growth: Long-term increase in company value through strategic realignment.

03

Innovative strength: Development and implementation of sustainable business models.

Our successes at Tree Consulting reflect tailor-made strategies that are tailored to the specific needs and circumstances of each client. Therefore, actual experiences, results, and progress may vary from case to case.

OVERVIEW OF THE PROCESS

Example

PREPARATION

- In the first step, we develop a deep understanding of the current and target situations so that we can design a completely customized solution.
- Exclusive evaluation for the client regarding the current and target situations..
- What challenges is your team facing?
- Clarification of the framework conditions:
 - Corporate vision
 - Corporate strategy
 - Market

WORKSHOP-DAY #1

- **KEYNOTE & TARGETING**
 - Analysis of current business opportunities. Discussion in small groups to understand the opportunities offered by the existing business model
 - Opportunity analysis: Skill and product matrices for the company and employees.
 - Development of specific goals for the company based on the opportunities and competencies discussed previously..
- **VALUE PROPOSITION**
 - Analysis and understanding of customer segments. Application of tools such as persona development and customer journey mapping.
 - Reflection and discussion: How customer needs relate to your own products and services and what new opportunities this opens up.

WORKSHOP-DAY #2

• OPPORTUNITIES AND ACTIONPLAN

- Strategic preparation of the identified new opportunities. Application of prioritization techniques to identify the most feasible options.
- Determination of steps, responsibilities, and time frames

FOLLOW UP

- Joint review of the workshop.
- How is the team performing? What measures do we propose to achieve our goals?
- Photo record of the results

WORKSHOP QUICK FACTS

Result: In a short period of time, you will acquire the tools and focus on projects with the highest future potential in your company.

Duration: 1-(2) day(s)

Participants: By arrangement

Costs: Daily rate €2,300 (plus design costs + applicable VAT)



THAT'S WHY TREE

Our core business is the holistic transformation of organizations. With this experience, we take a data-driven yet people-oriented approach to the heart of every company: its employees. We are optimistic about the future, believe in the sustainable and digital innovative strength of small and medium-sized enterprises, and see transformation as an opportunity for a successful European economy and a society worth living in. Driven by this conviction, we support companies with good concepts, creative ideas, and effective product and service solutions to become successful and resilient organizations. In doing so, we also draw on our unique network of top experts from business and science.

TRANSFORMATION EXPERTISE – FOCUS ON SMALL AND MEDIUM-
SIZED ENTERPRISES – OPPORTUNITY-ORIENTED APPROACH –
PARTNER NETWORK

Let's get started together.



I am happy to be available for a
non-binding conversation.

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