LEARNING INTO PRACTICE

Explain the value you offer

Use a paired role-play to make your message clearer.

STEPS + EXAMPLE + WORKSHEET

When to use this tool

- **For entrepreneurs**

  Practise explaining an offer before a customer conversation.

- **For trainers**

  Use the exercise with a fictional business case.

- **For students**

  Explain the contribution you can make to a project team.

The practical framework

- **Who?**
  Name a specific customer or audience.

- **What outcome?**
  Describe the useful change they seek.

- **How?**
  Explain what you actually provide.

- **What evidence?**
  Use an example you can substantiate.

Start with these steps

- **Draft one sentence**

  "We help [audience] achieve [outcome] through [approach]."

- **Work in pairs**

  One person explains; the other plays a curious customer.

- **Ask for clarification**

  "Why does that matter?" and "Can you give an example?"

Put it into practice

- **Switch roles**
  Let both people practise and ask questions.

- **Revise the sentence**
  Remove vague words and unsupported promises.

- **Check understanding**
  Ask the listener to explain the offer in their own words.

A worked example

- **Illustrative example**

  "We help small shops make stock handovers clearer through a simple tracking setup."

- **Evidence to use**

  Show a sample handover record and explain how it is used.

- **Claim to avoid**

  Do not promise sales growth without evidence.

Your reusable worksheet

Audience or customer

Outcome they value

What we provide

Example we can show

Revised one-sentence offer

Your next step

Choose one task.

Use the tool.

Review what happened.

Follow Tibyan for three practical development tools each week.

Original educational worksheet by Tibyan. Examples are illustrative.