

# 1. Define your firm's 3-4 value drivers

Value Driver	Definition	Related words our clients might use
Approachability	The empathy and friendliness of your staff & environment	
Responsiveness	The speed of response to requests	
Peace of Mind	The reliability and trust in your work and processes	
Expertise	The depth of your technical and sector knowledge	
Communication	Keeping clients informed of progress	
Personalisation	Understanding of their needs & easy to work with	
Innovation	Incorporating new technology, thinking and approaches	
Connectivity	How you leverage your local and national networks	
Impact	The business/social impact of your work	
Value for Money	The overall value for money of your work	

## 2. Track mentions of each driver

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Instructions:

Put a check mark in the segment each time a related word appears in text feedback

