

This exercise enhances your flexibility. After all, there are several ways to achieve an objective. Which is the best usually only becomes apparent with hindsight.



Describe the specific offer you plan to make to change the behaviour of your target group.

Think of three very different offers that could also lead to this change in behaviour.

1

2

3

PLAN B



Consider the main advantages and disadvantages of your original and the three alternative offers.

1

ADVANTAGE
DISADVANTAGE

1

ADVANTAGE
DISADVANTAGE

2

ADVANTAGE
DISADVANTAGE

3

ADVANTAGE
DISADVANTAGE