

CFOSS[®] ADOPTION METHODOLOGY

HEAR... Your Customer's Need Based on CFOSS Pillars

CORE
The essential need or challenge the innovation addresses.

FINANCIAL
Financial impact, including return on investment and cost considerations.

OPERATIONAL
How the innovation affects existing systems, workflows, and processes.

STRATEGIC
Advantages that strengthen market position and differentiation.

SOCIAL
The impact on communities and key stakeholder groups.

ALIGN... Your Value Proposition to the Customer's Need

CORE CUSTOMER
PROBLEM FOCUS

FINANCIAL CUSTOMER
COST CONSCIOUS

OPERATIONAL CUSTOMER
PROCESS MINDED

STRATEGIC CUSTOMER
OPPORTUNITY SEEKER

SOCIAL CUSTOMER
COMMUNITY ORIENTED

CORE VALUE PROPOSITION
COMPETITIVE EDGE

FINANCIAL VALUE PROPOSITION
ECONOMIC GAIN

OPERATIONAL VALUE PROPOSITION
FUNDAMENTAL VALUE

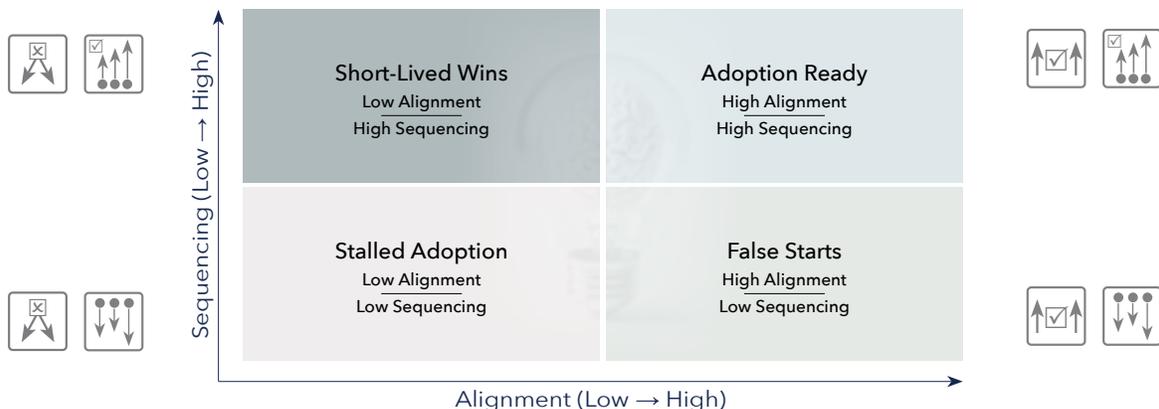
STRATEGIC VALUE PROPOSITION
PRODUCTIVITY

SOCIAL VALUE PROPOSITION
SOCIETAL IMPACT

SEQUENCE... Who to Approach First



ASSESS... Alignment and Sequence



CUSTOMER ADOPTION REIMAGINED



Speed Up Early-Stage Market Adoption

What if you could bring your innovation to market faster, with fewer delays, less waste, and stronger customer buy-in from day one?

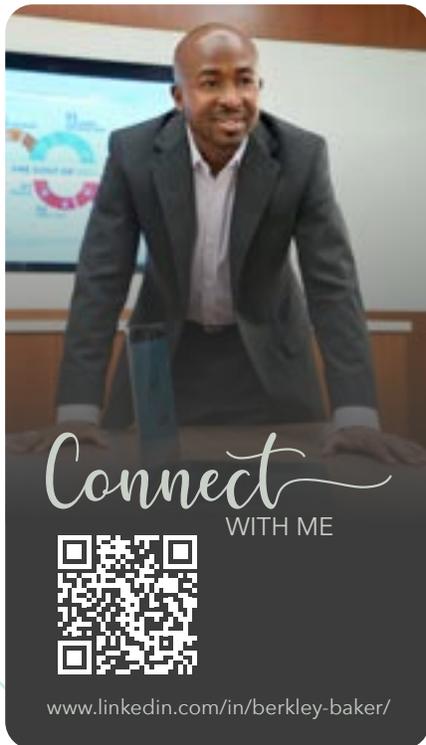
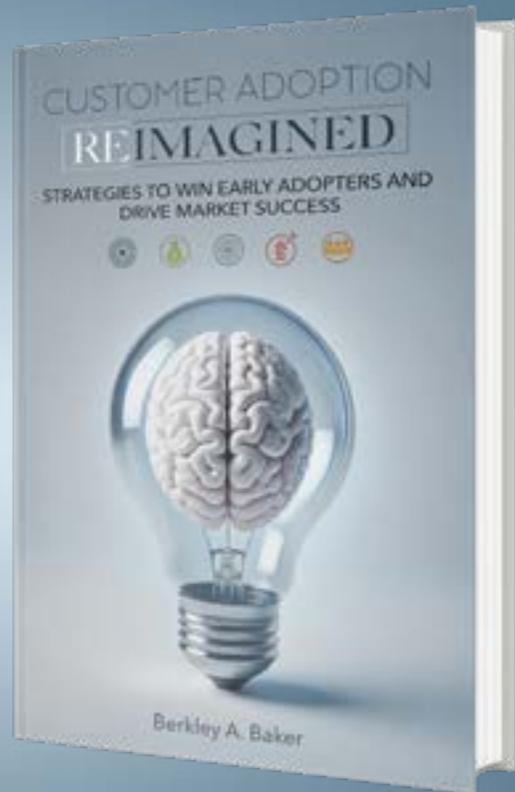
Customer Adoption Reimagined reveals a practical, actionable road map to help startups, entrepreneurs, and corporate innovators break through early adoption barriers.



eBook and paperback
also available at these retailers.



amazon



Thank You Note

Thank you for joining today's event. We hope this session gave you new ways to think about customer adoption in a fast-changing marketplace. As you reflect on the key insights, remember that adoption isn't just about having a great idea—it's about aligning with customer needs and guiding them through a clear path of engagement. The CFOSS® paradigm helps sharpen your ability to connect with diverse customer groups and sequence them in the right order—because success depends on reaching the right customers at the right time. Ultimately, effective adoption reduces resistance, builds momentum, and drives lasting impact.

