

Your Client’s ABC: Awful, Barriers & Cravings

A worksheet from the book ‘Growing Happy Clients’

Who do you want to help?

Helping people go from A to C, gives you allies on your side for project progress. You should focus on those stakeholders who could make/break your project.

Their Awful

Something in the current situation is making your client feel uncomfortable, which was their motivation to hire your services.

Their Barriers

To get to the desired place, they will have to overcome many Barriers: challenges, beliefs and struggles which could block the journey.

Their Cravings

They’re Craving for something they want to achieve/how they want to feel/how they want to be seen. It’s their ideal picture of the future.

Stakeholder A Your most important stakeholder: your contact person			
Stakeholder B <i>(optional)</i> Possibly the person who gives a go/no-go in meetings			
Stakeholder C <i>(optional)</i> Critical team members, like the CEO, Dev. or Marketing	Examples: Far away from hitting their targets, afraid of getting fired, afraid of having made a mistake for hiring you as an external consultant.	Examples: Day-to-day activities get priority, busy personal life, not fully understanding how the ins-and-outs of the project work.	Examples: Being respected by friends and colleagues, getting a promotion to a more senior role, developing their own skills in growth.

Purpose: This canvas is intended to help you see how you can help your client outside the project brief. For clarification, read the book ‘Growing Happy Clients’

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Pro Tips for the ABC Worksheet

1) Take your stakeholders out for a lunch one-by-one. Ask them questions like “Which role do you want to grow into?” or “What do you think might block our progress?”

2) This worksheet is made as an extension for the book ‘Growing Happy Clients’. Read subchapters 2.1 up to 2.5 for more context and explanation for all fields mentioned above.

