13



Service — 13 Explorations

The Workbench

Listen before you offer.

PURPOSE

Work out with each person who's ready what the new thing would change in their week, before any price.

The Workbench

13 · SERVICE · EXPLORATIONS

OWNER _____ PERSON _____ DATE _____ AGREED WITH _____ SCORE _____ / 50

1 Ready for more

Who, from the Roundtable.

SCORE 1 2 3 4 5

2 The person

Their name and situation.

SCORE 1 2 3 4 5

3 Their week today

What they do, what it costs them.

SCORE 1 2 3 4 5

4 What they asked for

In their words.

SCORE 1 2 3 4 5

5 Their moment of value

Where it matters most.

SCORE 1 2 3 4 5

6 Trying it on together

Their real week, with it in.

SCORE 1 2 3 4 5

7 What would change

For them, concretely.

SCORE 1 2 3 4 5

8 What success looks like

In their words, measurable.

SCORE 1 2 3 4 5

9 Ready for an offer?

Yes, or not yet and why.

- [ ] Yes, ready for an offer
- [ ] Not yet, because _____

SCORE 1 2 3 4 5

10 What we learned

Back to the Map and the Storyboard.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **Ready for more**	Name the person from the Roundtable, and what they asked for.	Someone who was only kind.	A person marked ready.	A person marked ready, with what they asked for in their words.
2 **The person**	Write who they are and their situation.	A type.	A named person.	A named person, with their work, their days and who's around them.
3 **Their week today**	Describe their week as it is: what they do and what it costs them.	Guessed.	A clear picture.	A clear picture from their own words, with the time, money or worry it costs.
4 **What they asked for**	Write what they asked for, in their own words.	Our words.	Their words.	Their exact words, with when they said them.
5 **Their moment of value**	Find where the new thing would matter most in their life.	Our favourite feature.	A moment in their week.	A specific moment in their week they recognise straight away.
6 **Trying it on together**	Walk through their real week together, with the new thing in it. Use the real thing where you can.	A demo.	A walk-through of their week.	Their real week, with the real thing, done together.
7 **What would change**	Write what would change for them.	Vague benefits.	A clear change.	A concrete change they'd notice, agreed with them.
8 **What success looks like**	Agree what success looks like, in their words and measurable.	Our success.	Their success.	Their success in their words, with a way to check it.
9 **Ready for an offer?**	Decide together whether they're ready for an offer.	Decided without them.	A decision.	A decision made with them, with the reason.
10 **What we learned**	Write what this person taught you, as changes for the Map and the Storyboard.	A vague impression.	One or two lessons.	Clear lessons, written as changes.