

Sustaining a Value Proposition for Your Customers & Employees

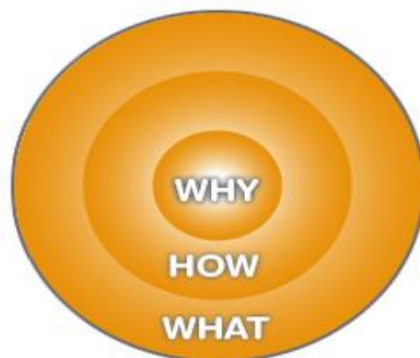
Your customers are connected at the value-level, not the product-level

3 Elements of Successful Social Movements: Organic Leaders MUST Feed & Drive (2013 Bert Klandermans)
<http://onlinelibrary.wiley.com/doi/10.1002/9780470674871.wbespm133/abstract?systemMessage=Wiley+Online+Library+will+be+unavailable+on+Saturday+17th+December+2016+at+09%3A00+GMT%2F+04%3A00+EST%2F+17%3A00+SGT+for+4hrs+due+to+essential+maintenance.Apologies+for+the+inconvenience>

1. **Ideology** = shared comprehensive vision of the struggle we are in to transform food and agriculture, and values we hold as core beliefs (e.g. ethical business, transparency, regenerative models, ecological sustainability, cooperation, future generations, etc.)
2. **Identity** = aligned personally, sense of selves and shared meaning reinforced through this work, right livelihood (e.g. foster organic lifestyle and communities)
3. **Instrumentality** = operational execution, service/value delivered, achieving what you set out to do, and having an impact. (e.g. being a good business person getting quality returns to producers and products to people's plates in an effective way, so they can actually readily live the values in their daily purchases)

Simon Sinek's Golden Circle

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action



The Golden Circle

WHY	The reason you provide your product or service
HOW	How you provide your product or service
WHAT	What your product or service is

According to Sinek, people don't buy **WHAT** you do.
They buy **WHY** you do it. Next in importance is **HOW** you do it.

Example: Cloud Imperium is making a video game. It's a crowded field. They built a large, dedicated following because of **WHY** they are building Star Citizen and **HOW** they are building it. ***Their fans are engaged and passionate because they are connected at the value level.*** The Weekly Webcast: "It's about the fans – not about us." So says writer and producer Michael Morlan. Cloud Imperium's weekly webcast, "Wingman's Hanger," is hosted by president of production Eric "Wingman" Peterson. His authentic and engaging persona drives the webcast. One of Eric's more sobering statements is ***"You have to be authentic with the community. They can tell when you are faking it."***