

# Worksheet

## **The Edge Team Training**

### *Module 6 – Session 2*

## Scaling your business

### **EXERCISE 1. Product Development**

**Pick a Product Development question you would like to explore for your business:**

1. What things can we do that don't scale?
2. How can we go out into the world and meet our customers and discover their experience? (In their natural environment)
3. How do we move our products from like to love?
4. What is the invisible gap between our product and our market?
5. How do we get customers to use the word "{insert company name}" and "love" in the same sentence?
6. How can we get people to fall in love with what we do so they tell others about it?
7. What bias are we up against?
8. What is the sweet spot for building trust with our customers?
9. What do we NOT want in our products?

**Which Question did you pick? \_ \_ \_ \_ \_**

Answer:

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## **EXERCISE 2. User Experience**

**Pick a User Experience question you would like to explore for your business:**

1. What things do we think our customers can do that they actually cannot do?  
(How do we login etc...)
2. What is the perfect user experience?
3. What is the user experience end-to-end? What are the sequential steps?  
What are each of the touch points?
4. Design for trust – what does that mean for us? How can we put trust on top  
of our user experience?
5. What is the sweet spot for building trust with our customers?
6. How can we use customer service as a branding moment?
7. What experience are customers having that is not good for our long term?

**Which Question did you pick? \_ \_ \_ \_ \_**

**Answer:**

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