

PROGRESS MANAGEMENT MAP

Customer Job/ Project/ Iteration

Date

Passive Looking

"Help me understand my problem more clearly."



Active Looking

"Help me identify a solution that is better for me."



Trade Off

"Help me get access to a better solution now"



Big Hire

"Help me see that my decision was the right one."



Little Hire

"Help me keep feeling good about my decision."



1



2



3



4



5

Gain Attention



Build Trust



Enable Access



Enable Progress



Create Loyalty

