

T-Form

T-Form for (purpose) _____

Stop	Increase
Decrease	Start

In each box record things you:

- Do
- Subtract
- Use
- Waste
- Make
- Include
- Respond to
- Appreciate
- Add
- Value
- Buy
- Etc.

Ask the question: "What should we Stop? Increase? Decrease? Start?"

The responses will tell you what is valued and what is not. What helps them and what hinders the. What they like and dislike etc. You'll end up with ways to add value and differentiation while reducing expenses and competition. If you are doing this for yourself as an individual you'll discover what isn't working for you and what is.