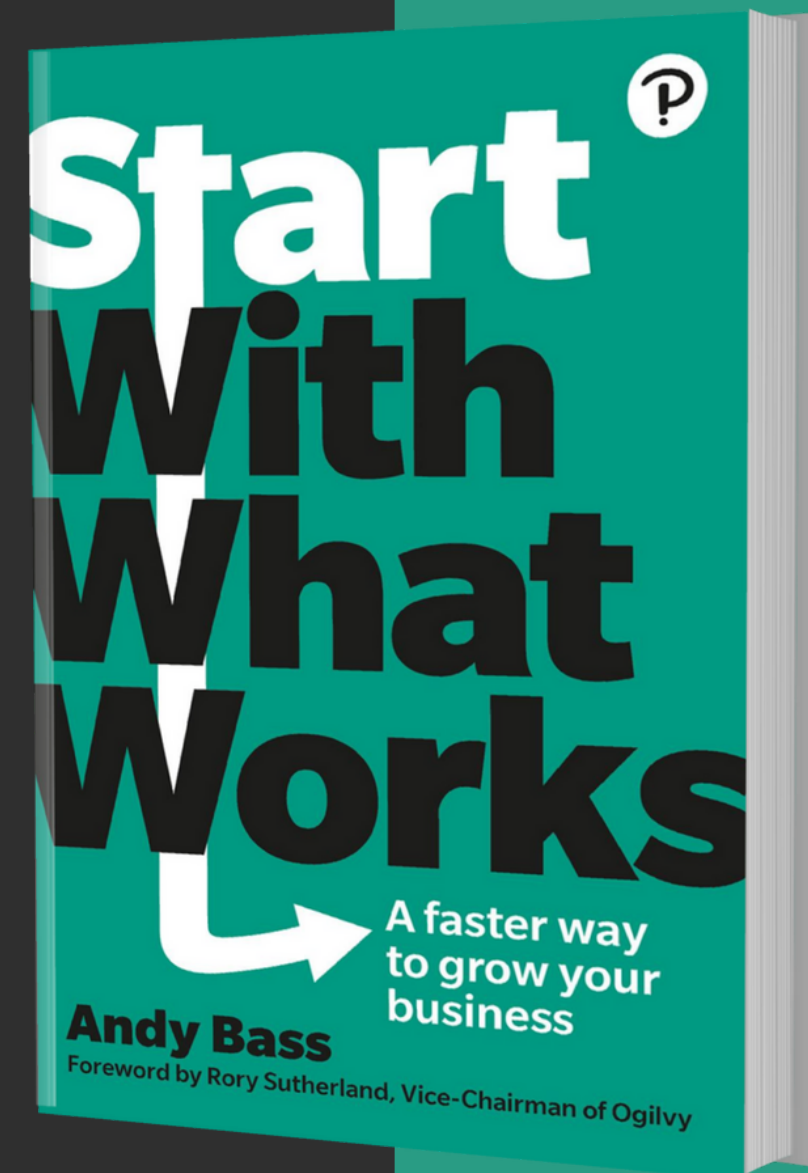


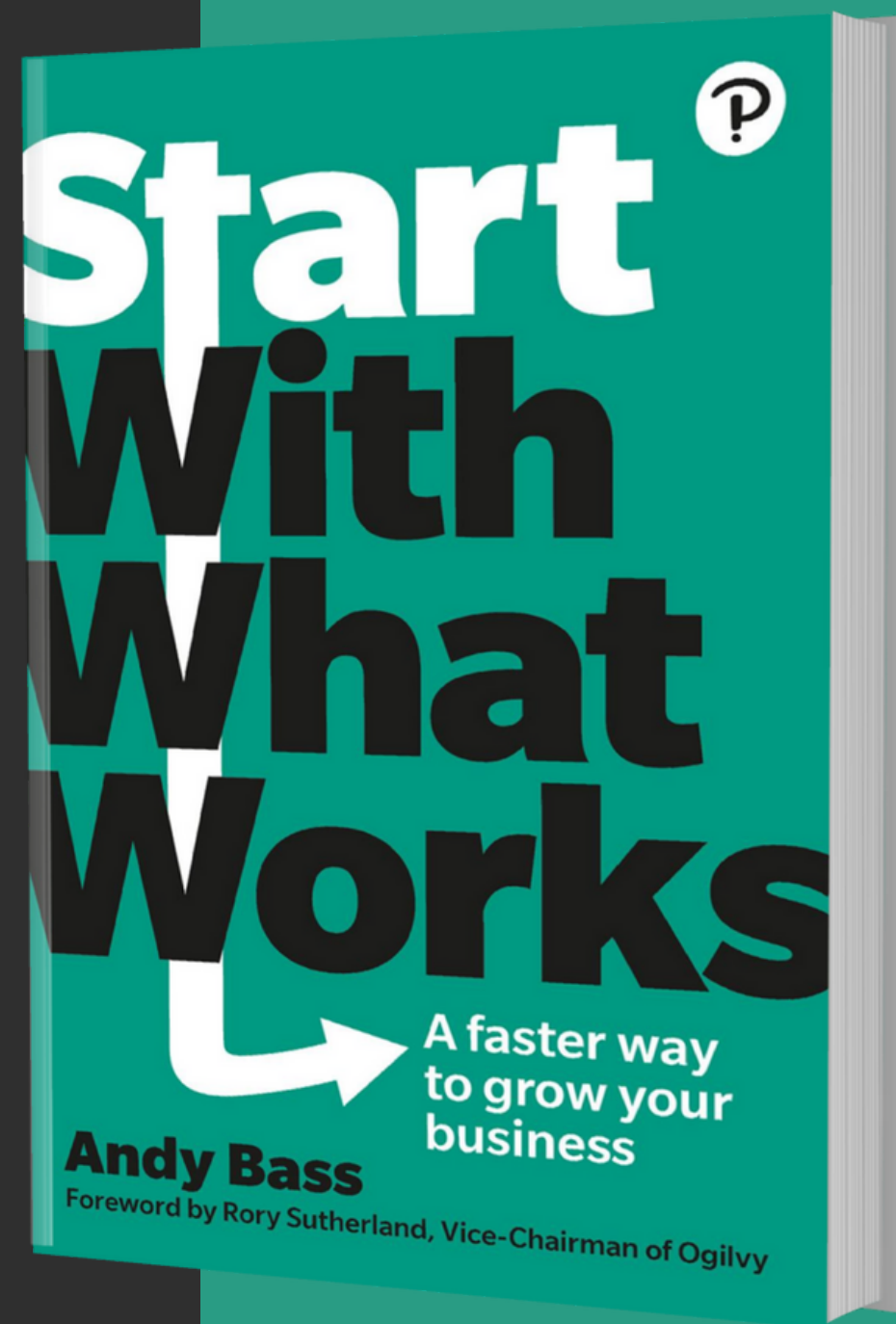
# The Car Wash Paradigm

A framework creating more value from resources you have *already*

➔ A Start With What Works Sheet™



A Start With What Works Sheet™



## Be a Business Alchemist

The alchemists wanted to turn base elements into gold. While alchemy sounds like magic — or pseudoscience — you can, in a sense, be an alchemist for your business. However, to become a master business alchemist you will need to look at your business in new ways.

Find out how to transmute the value in the elements you already have...

Follow these steps



# "Car Wash" Options

Bundle	Element						Value	Price
	Foam	Rinse	Water Blaster	Under body	Dry	Wax		
Gold	★	★	★	★	★	★	Spotless & Shiny	£8
Silver	★	★	★	★			Thorough clean	£6
Bronze	★	★					Basic clean	£4

## The Car Wash Exercise

Above you'll see a familiar Car Wash Menu in which you are presented with a set of base elements, conveniently bundled into (hopefully) coherent options of elevating value.

Follow the five steps to using the Car Wash Framework to bring alchemical thinking into your business.



# Step 1: Identify your value elements



Identifying your value elements is a big subject, and we go into it in more detail in the chapter, *'Hunt out your hidden resources'*.

To get started, though, just break down your offerings into the obvious pieces and see how far you can get. That is often sufficient to come up with some really promising ideas, and it's always a good preamble to a deeper scan, because it can help your team to get the idea without getting bogged down in nuances.

Element	Value

# Step 2: Draw out a template for developing options

	Element							
Bundle	1	2	3	4	5	6	Value	Price
Gold								
Silver								
Bronze								

**Step 3: List your base elements along the top of the framework.** A tip: can you identify elements that you currently provide but don't charge for?

**Step 4: Make a preliminary attempt to assemble the elements into coherent bundles**

**Step 5: Fill in gaps.** Is there anything extra you would need to provide to make the bundles hang together?





You may already have had a breakthrough at this point. But the real alchemy usually happens as you refine the bundles further. To do this, ask yourself the following questions:



DOES THE VALUE OF EACH HIGHER OPTION INCREASE FASTER THAN THE COST? I.E. ARE WE ACHIEVING 'VALUE AMPLIFICATION'?

HOW FAR CAN WE TOP OUR INITIAL IDEAS?

DO THE ELEMENTS OF EACH OPTION SUPPORT EACH OTHER?

ARE WE OFFERING SIMPLE, CLEAR CHOICES?



# Start<sup>®</sup> With What Works

A faster way  
to grow your  
business

**Andy Bass**

Foreword by Rory Sutherland, Vice-Chairman of Ogilvy

For more on refining your bundles. See Chapter 3 of *Start With What Works*





## ANDY BASS

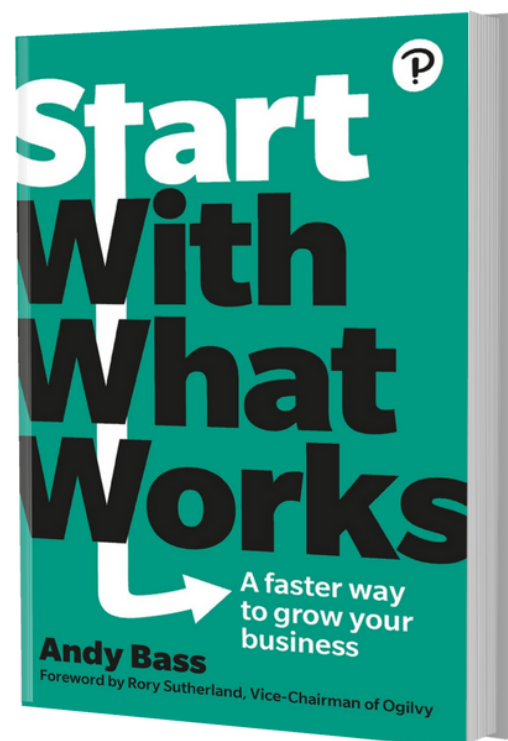
Dr Andy Bass is the founder of BassClusker Consulting, an executive advisory firm that helps organizations grow faster by using resources they have already. He has advised leaders in more than 30 industries, including professional services, finance, technology, manufacturing, health, media, education and the arts.

Andy has also taught executives at Oxford Saïd, Warwick, Strathclyde and Aston Business Schools, and is an advisory board member for a number of SMEs supported by *Be The Business*.

Andy has written four books, including *Start With What Works: A Faster Way to Grow Your Business*, *Committed Action The three-step method to inspire your people to take ownership and get results*, and *The Performance Papers: Incisive Briefings for Busy Leaders*.

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