

# CUSTOMER SEGMENTATION KAIZEN WORKSHOP

UNDERSTAND THE DIFFERENT  
SEGMENTS OF A MARKET

FROM CREATING INSIGHT TO  
FORMULATING COMPETITIVE ADVANTAGES

SIZE AND PRIORITIZE SEGMENTS  
BASED ON THE OPPORTUNITY



## UNDERSTAND YOUR MARKET TO FIND WHERE YOU CAN MAKE A DIFFERENCE

Day 1

- Kaizen training
- What is segmentation?
- Review prework
- Segmentation as part of your annual strategy and/or innovation process

Day 2

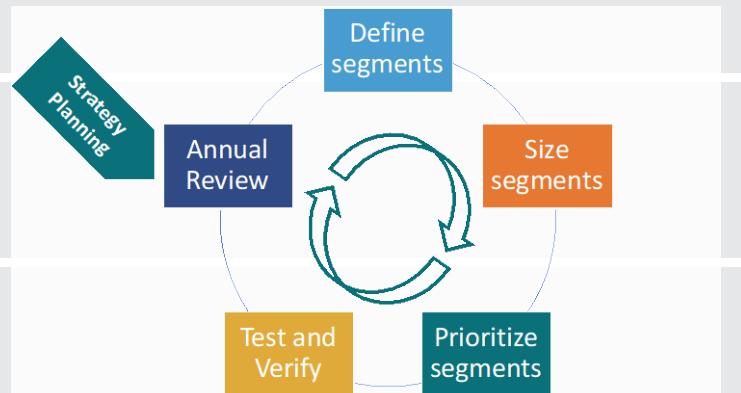
- Different uses of segmentation
- Criteria for meaningful segmentation
- Dimensions for segmentation
- Ideate on potential segments

Day 3

- Fine tune segments
- Sizing segments
- The use of MEKKO-charts
- Where to find data

Day 4

- How to prioritize segments
- Test and verify segmentation
- Annual review and optimization



This workshop is best done in a physical 4-day event with all key players in the room for maximum impact. Personal interaction, discussion and deep analyses will drive the best outcome.



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# A PRACTICAL WORKSHOP TO ACCELERATE GROWTH AND INNOVATION

## Charting Your Course for Strategic Impact

A meticulously crafted and rigorously tested segmentation strategy can propel your business ahead on multiple fronts within your organization. It serves as a vital input for your annual Strategy Planning, enriches your Innovation portfolio, identifies avenues for inorganic growth via M&A, and importantly, empowers your sales and marketing teams to precisely target leads.

In this workshop, you'll embark on a comprehensive journey, navigating through each step to establish a resilient foundation for success!

### Empower Your Business with Strategic Segmentation

#### Different uses for Customer Segmentation:

##### Strategy Planning

Where will growth come from in the next 5 – 8 years?

##### M&A Planning

Where should we target our next M&A effort / if something comes up? How should we evaluate the opportunity?

##### Product Planning

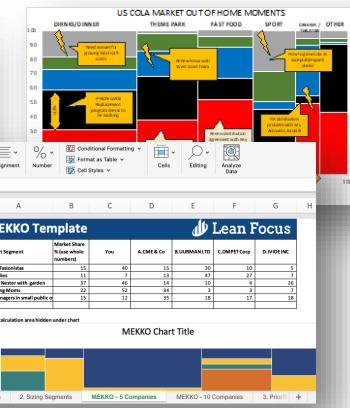
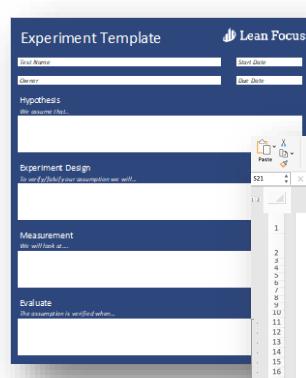
For which customers do we need to solve problems by bringing new products and solutions to market?

##### Commercial Planning

Where do we direct our sales and marketing efforts?

#### Tools used in the workshop:

- Complete workbook throughout the process
- MEKKO charts
- Experiment Templates
- And many more...



## How do I get started?

Schedule a Customer Segmentation Kaizen Workshop

REQUEST A CONSULT:  
INFO@LEANFOCUS.COM

Take the first step toward a competitive advantage. Contact us today to schedule a consultation and discover how Customer Segmentation can boost your growth and innovation.



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