

# THE AMAZON TEST WORKSHEET (THE P-N-O FRAMEWORK)

	RESPONSES FRAMED AS QUESTIONS	CONFIDENCE LEVEL (%)	VALUE YOUR ASSOCIATION CREATES	CONFIDENCE LEVEL (%)
SHORT-TERM STAKEHOLDER PROBLEMS (NEXT 12 MONTHS)				
INTERMEDIATE-TERM STAKEHOLDER NEEDS (24-48 MONTHS)				
LONG-TERM STAKEHOLDER OUTCOMES (60 MONTHS AND BEYOND)				

# THE AMAZON TEST WORKSHEET (DEEPER INSIGHTS ON NEW VALUE CREATION)

*How can your association create an actual experience of value within every stakeholder interaction?*

*How can your association innovate consistently to expand the surface area of possible value creation?*

*How can your association build a platform through which stakeholders contribute to new value creation?*