# Jobs-to-be-done hierarchy for stakeholder:_____

*Bigger Why*

*Upstream Jobs*

*Focus-Job*

*Downstream Jobs*

*Lower How steps*
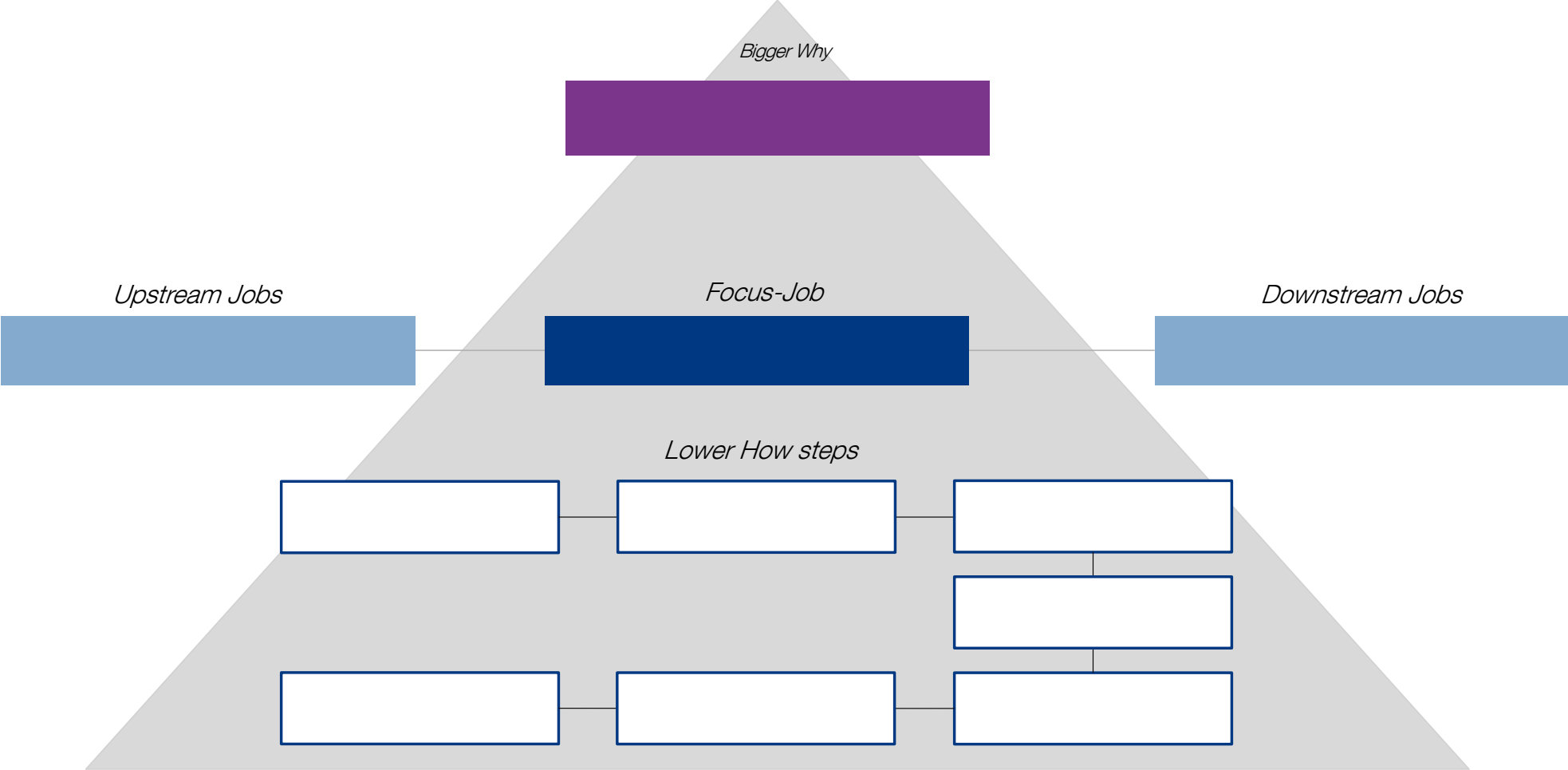
# Value Map for stakeholder:_____
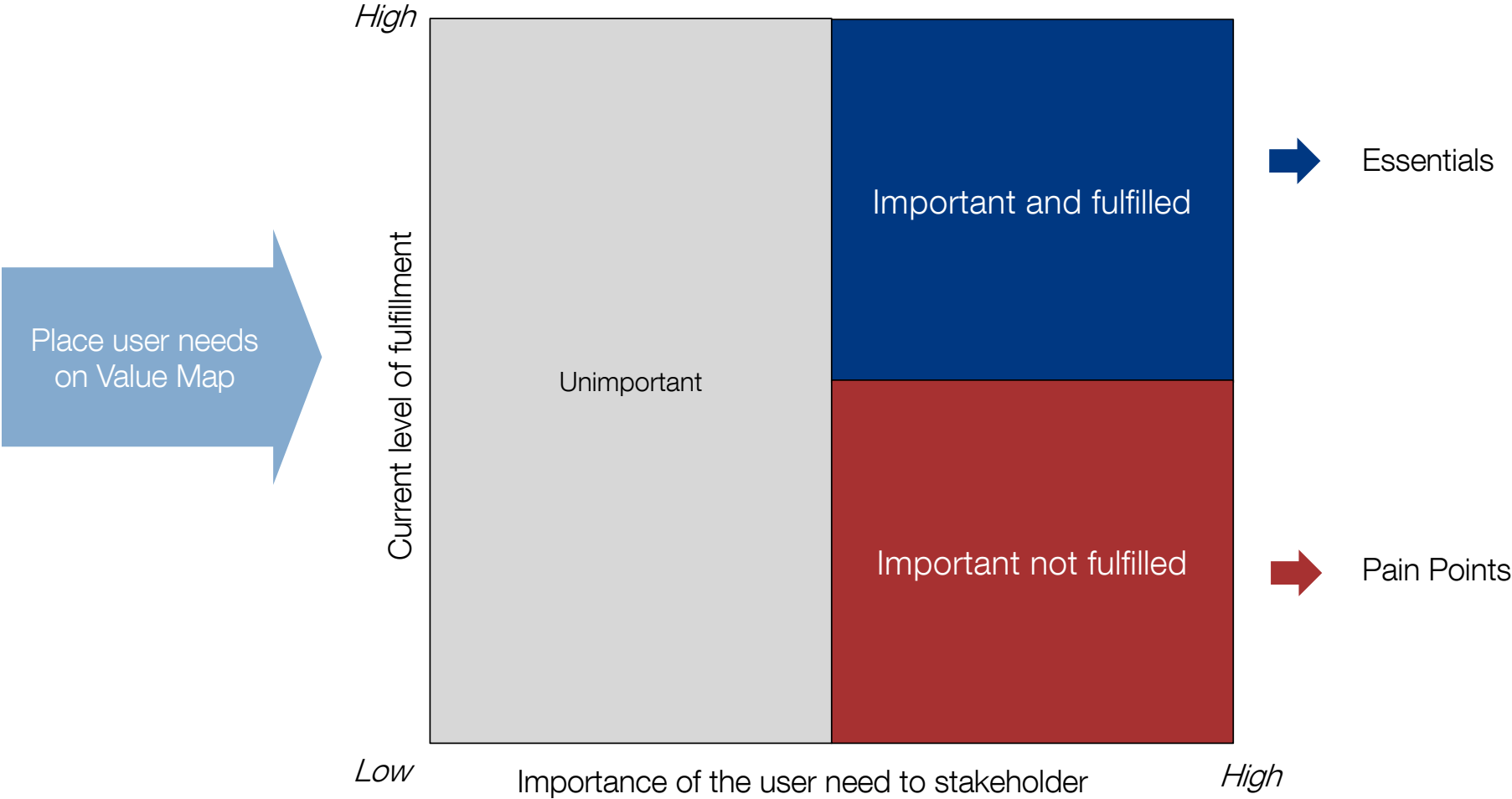
# Promise-centered Value Proposition for stakeholder:_____

*Jobs-to-be-done hierarchy*

*Proof of the promise (feature, evidence, quotes)*

*Promise*

*Pain Points from the Value Map*

*Intended stakeholder action (buy, try, signup, etc.)*