
FOUR ACTIONS FRAMEWORK

Raise

Which factors should be raised *well above* the industry's standard?

Eliminate

Which factors that the industry has long competed on should be eliminated ?

Create

Which factors should be created that the industry has never offered?

New Value Curve

Reduce

Which factors should be reduced *well below* the industry's standard?

The Four Actions Framework developed by W. Chan Kim and Renée Mauborgne is used to reconstruct buyer value elements in crafting a new value curve or strategic profile. To break the trade-off between differentiation and low cost in creating a new value curve, the framework poses four key questions, shown in the diagram, to challenge an industry's strategic logic.

