crown jewel marketing

Service Delivery Spectrum

DIY → DWY → DFY: choose who leads the work.

DIY

DO IT YOURSELF

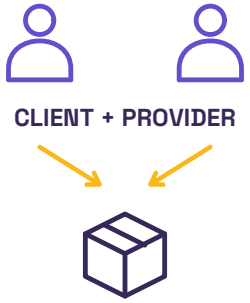


Client executes.

Templates, courses and self-service tools.

DWY

DONE WITH YOU



Client + provider collaborate.

Coaching, workshops and guided implementation.

DFY

DONE FOR YOU



Provider executes.

Managed work with client input and approval.

More client execution → More provider execution

DIY, DWY and DFY describe who does the work. Each can be standardized or customized.