

The Value Model

Definition

The Value Model is:

- a mindset of how to turn value into a practical tool guiding an organization to success
- a holistic business perspective with multiple stakeholders
- a source of inspiration and knowledge
- a simplification and integration of commonly used tools
- an offensive strategy aiming at breaking existing paradigms.

The Value Model is not:

- another program or initiative involving a lot of activities and training
- a new process in conflict with existing processes
- a set of complicated tools that has to be used
- a flavour of the month concept.

Loyal stakeholders – your biggest asset.

What's in it for me?

Benefits:

- Puts customer value in focus.
- Improves customer satisfaction, market shares, growth and profits.
- Makes complex and complicated issues easy to comprehend.
- Increases everyone's contribution in creating value for customers.
- Instant acceptance from all levels in a company.
- Enjoyable and fun and recognizes need for intuition, creativity and artistic qualities.

Concerns:

- Challenges technical experts and their role as holders of truths.
- Challenges sales people as owners of customers.
- May change existing power structures as customers needs supersedes internal viewpoints.
- Mispriced as people underestimates the power of simplicity.
- Arduous if paradigms and comfort zones are broken.

The Value Model turns common sense into common practice.

Implementation

The three step implementation idea:

Step 1

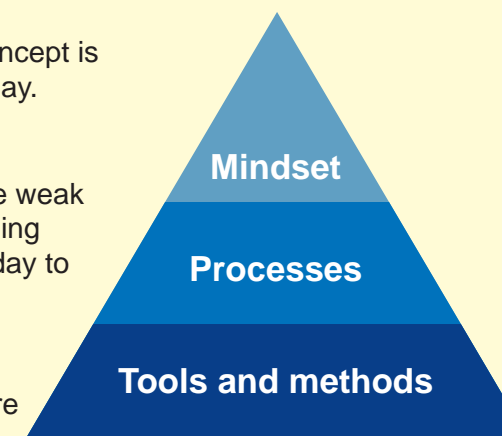
The mindset and basic concept is usually conveyed in one day.

Step 2

Precise actions to improve weak areas or harvest low hanging fruits. Activities from one day to two weeks.

Step 3

Implementation of structure of simplified and integrated tools and methods. Full implementation takes from years to a lifetime. Continuous activities and support over many years.



Customer value will never get out of date.

Track record

- Three books have been published about the Value Model and distributed in more than 10,000 copies.
- A total of more than 3,000 people have received training in the Value Model globally.
- Companies using the Value Model includes ABB, Nokia, ITT Industries, Atlas Copco, Tetra Pak, Scania, Sandvik and many more.
- The Value Model is used in higher education at universities as Chalmers, KTH and Buskerud University.

A proven concept.