



ValuePerform® is a unique, end-to-end strategy review and action plan development tool, which can be completed in short time and with minimal resources.

ValuePerform® is being used on a wide range of companies, in many industries and ranging in size from very small to pan-European entities of global multinational corporations.

### How does ValuePerform® work?

During the information gathering stage, ValuePerform® is an Internet browser-based data collection tool. This ensures a highly efficient process since participants are not required to contribute simultaneously, nor be present at the same location. The data gathering consists of both objective and subjective data and full anonymity for each participant is ensured. ValuePerform® adapts the input requests to the circumstances of the company. Thereby the ValuePerform questionnaire becomes dynamic tool which is uniquely composed by ValuePerform on the basis of what specifically characterizes the company i.e. industry sector, customer value proposition, company size, current strategy and customer focus. ValuePerform recognizes in its computation that any company will always gravitate towards one of three kinds of focus: i) Complete customer solutions, ii) Product leader and iii) Operational excellence.

A company such as Dell has a distinct preponderance of “Operational excellence”, whereas a company such as Apple has an obvious preponderance of “Product Leader”. A Microsoft VAR will predominantly drive a “Complete customer solutions” approach<sup>1</sup>.

Additionally, ValuePerform® has been developed to support a number of industry verticals for further customization and specificity.

Having collected all relevant data from the company, ValuePerform® then analyzes and prepares detailed reports documenting the results of the analysis. Part of the documentation is presented as highly visual graphics of gap analysis. The output is presented on large wall charts and individual reports for each of the participants. These deliverables ensures easy understanding by the participants of the key messages from the process.

Finally, the ValuePerform® consultant conducts a workshop where all of the ValuePerform® output is discussed and where consensus is reached on key follow-up action points required.

### Benefits of using ValuePerform®

ValuePerform® provides a series of attractive benefits compared to the traditional consulting approach.

- ValuePerform® is based on an internationally widely, recognized methodology.
- Cost efficient due to an automated lean information gathering process. Average answering process time for the participants

At its core, ValuePerform®'s model is based on the Balanced Scorecard methodology. The Balanced Scorecard is a strategic planning and management system that is used extensively in business and industry, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals. It was originated by Drs. Robert Kaplan and David Norton (Harvard Business School) as a performance measurement framework that added strategic non-financial performance measures to traditional financial metrics to give managers and executives a more 'balanced' view of organizational performance.

<sup>1</sup> If a company does not have a distinct preponderance it may want to consider whether its strategy is sufficient focused.

answering the web-based questionnaire is 35 minutes.

- In less than an hour ValuePerform® analyzes and prepares professional and easily comprehensible detailed reports documenting the results of the analysis and presents a visual gap analysis between “Importance” and “Performance” i.e. the “Embedded Potential” in each of the particular management areas. “Importance” is considered and challenged in relation to the future perspective of strategy focus and customer value.
- Use of ValuePerform® ensures a consistent high quality process with 360 degrees perspective. Nothing is overlooked, nothing is randomized.
- The ValuePerform® enables the strategy articulation processed to be conducted with an efficiency and effectiveness far superior to the manually based, consultant intensive processes used elsewhere.
- The ValuePerform approach leads to a specific assessment of strategy - ready for implementation - and more importantly based on course of actions that will unify the executive team.
- ValuePerform® captures and stores input from each participant in a database. Each completed analysis is also stored. Over time, it is thus possible to do extensive benchmarking, even at very detailed level.

This provides unique insight into results of each analysis.

- ValuePerform® is backed up by a network of accredited consultants, each of whom has received training in the tool and passed a certification test. ValuePerform® consultants ensure that each company experiences a strategy process that is consistent, high quality and well documented. Because of the efficiency of the tool and the professionalism of the consultants, the consultant’s time can be spent delivering maximum value to the company.

### Delivering value to the company

Because of its use of browser-based data collection, automated generation of output graphics and reports and certified methodology, ValuePerform® makes it economically feasible to conduct high quality strategy definition processes at organizational units of much smaller size than previously possible. In this fashion, strategy implementation can, if desired, be carried out as a waterfall model, enabling truly pervasive programs.

Since ValuePerform® is such a highly structured and documented process, it presents a unique opportunity to benchmark organizational units against each other over time. This feeds into a virtuous circle of benchmarking against best of breed.

### Typical ValuePerform® Timeline

