



ASSESSING THE VALUE STREAM

Checking Alignment
Between Business
Structure And
Value Add

GOING BACK TO BASICS

WHEN

Two options...

Either as part of a business planning process, or

When we feel like we are suffering from over-stretch

WHY

Because over time businesses can find themselves doing things that are not the best way of serving the customer

Often technology or the customer changes and we haven't kept pace in all areas

HOW

By looking at how we carry out our business

By looking at what the customer thinks is valuable to them

PRINCIPLES OF THE STUDY

1

What do we do well?

2

What are the key elements of our value chain?

Who does what?

How much does each step cost in money and time?

3

What does the customer value? What is the basis of this assessment?

How does the customer valuation compare to the existing value chain?

WHAT WE CONSIDER IN EACH STEP

How We Do It Now

- What is the value chain?
- Who does what today?
- How do we verify this is actually the value chain?
- What do we infer from the difference between what we were told and what we found?

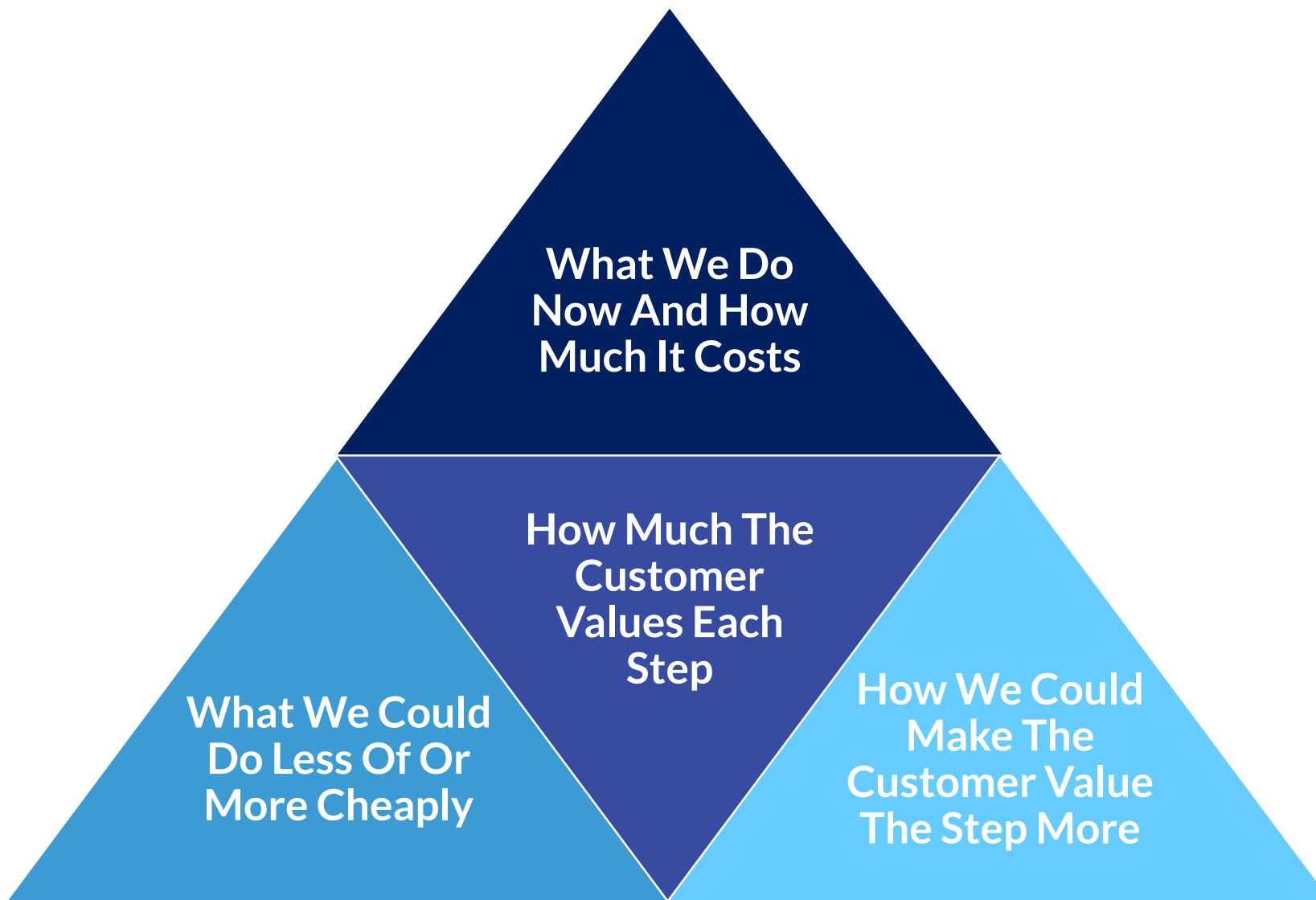
How Customers See It

- Talk with customers
- Look at competitors
- Find consistent points of reference
- Perform benchmark analysis, find key variables

Competence Check

- What would each job cost to buy in?
- How widely available are the skills each job uses?
- How profitable is each step?
- What competences are similar?

WHAT WE CAN NOW UNDERSTAND



WHAT DOES IT TAKE?



Resource To
Check Our
Processes



Business
Data To
Cost Out
Our Value
Stream



Research
Into The
Customer
View Of
Value



Checking
External
Market
For Skills



Understanding
Emerging
Trends



Time



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