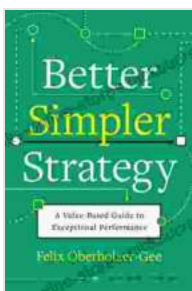


A Comprehensive Value-Based Guide to Achieving Exceptional Performance

In today's competitive business environment, it is essential for organizations to perform at an exceptional level to achieve sustained success. Value-based management (VBM) is a powerful approach that can help organizations create a culture of value creation and drive exceptional performance across all levels.

This comprehensive guide will provide you with a deep dive into the principles and practices of VBM. We will explore how to create a value-driven organization, how to measure value effectively, and how to use VBM to drive performance improvement. By the end of this guide, you will have a clear understanding of how to leverage VBM to achieve exceptional performance for your organization.



Better, Simpler Strategy: A Value-Based Guide to Exceptional Performance by Felix Oberholzer-Gee

★★★★☆ 4.6 out of 5

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Creating a Value-Driven Organization

The foundation of VBM is creating a value-driven organization. This means embedding value creation into the core of your organization's culture, processes, and systems. Here are some key steps to create a value-driven organization:

1. **Define your values.** The first step is to clearly define the values that your organization stands for. These values should be aligned with your organization's mission and vision, and they should guide all of your decision-making.
2. **Create a value statement.** Once you have defined your values, you can create a value statement that articulates how your organization creates value for its customers, employees, shareholders, and other stakeholders.
3. **Communicate your values and value statement.** It is important to communicate your values and value statement to all of your employees, customers, and other stakeholders. This will help to create a shared understanding of what your organization stands for and what it is trying to achieve.
4. **Align your processes and systems with your values and value statement.** Your processes and systems should be aligned with your values and value statement. This means that all of your activities should be designed to create value for your stakeholders.
5. **Measure and track your value creation.** It is important to measure and track your value creation so that you can see how you are performing and make adjustments as needed.

Measuring Value

Measuring value is a critical part of VBM. It allows you to track your progress towards your goals and identify areas for improvement. There are many different ways to measure value, and the best approach will vary depending on your organization's specific goals and objectives.

Here are some common ways to measure value:

- **Customer satisfaction.** Customer satisfaction is a key indicator of value creation. You can measure customer satisfaction through surveys, feedback forms, and other methods.
- **Employee engagement.** Employee engagement is another key indicator of value creation. Engaged employees are more likely to be productive and innovative, and they are more likely to stay with your organization.
- **Financial performance.** Financial performance is also an important indicator of value creation. You can measure financial performance through metrics such as revenue, profit, and return on investment.
- **Process efficiency.** Process efficiency is a measure of how well your processes are performing. You can measure process efficiency through metrics such as cycle time, throughput, and error rates.
- **Innovation.** Innovation is a key driver of value creation. You can measure innovation through metrics such as the number of new products or services developed, the number of patents filed, and the amount of investment in research and development.

Using VBM to Drive Performance Improvement

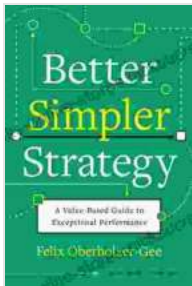
Once you have created a value-driven organization and established a system for measuring value, you can use VBM to drive performance improvement. Here are some key steps to use VBM to drive performance improvement:

1. **Identify your performance gaps.** The first step is to identify your performance gaps. This means comparing your current performance to your desired performance. You can use your value measurements to identify areas where you are not meeting your goals.
2. **Analyze the root causes of your performance gaps.** Once you have identified your performance gaps, you need to analyze the root causes of these gaps. This will help you to develop effective solutions to address the gaps.
3. **Develop and implement solutions to address your performance gaps.** Once you have analyzed the root causes of your performance gaps, you can develop and implement solutions to address these gaps. These solutions should be aligned with your values and value statement.
4. **Track your progress and make adjustments as needed.** Once you have implemented solutions to address your performance gaps, you need to track your progress and make adjustments as needed. This will help you to ensure that you are making progress towards your goals.

VBM is a powerful approach that can help organizations achieve exceptional performance. By creating a value-driven organization, measuring value effectively, and using VBM to drive performance

improvement, you can create a culture of value creation that will drive success for your organization.

If you are interested in learning more about VBM, there are a number of resources available online. You can also find VBM consultants who can help you to implement VBM in your organization.

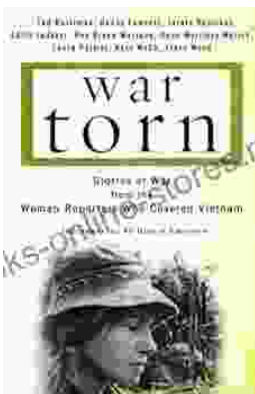


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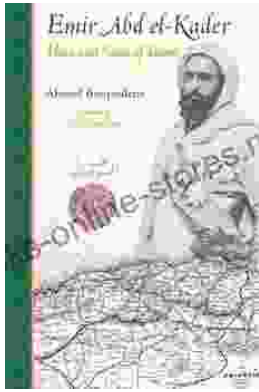
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