

# VALUE-I.M.P.A.C.T.

'Value Identification, Modeling and Planning Activities for Customer Transformation'

*Driving and Tracking Outcomes through Collaborative Business Value Models*

# VALUE-I.M.P.A.C.T. - Business Value Assessment Methodology



## DISCOVERY

Initial Interview with  
Initiative/Project Sponsor

- Expectations
- Key Stakeholder ID & logistics
- Required Info & Cooperation

IMPACT Design Thinking  
Envisioning Workshop

- Industry Perspectives & External Influences

- Three Horizon Strategy Map
- Business Outcomes/Capabilities
- Initiatives & Priorities

- High-level metrics / KPIs Expected \$

Recap/Prep IMPACT Workshop

- Inventory of Available/Proxy Metrics
- Discussion on Risks

Post Workshop II Recap



## DESIGN

Value Model  
Development

Business Benefits

- Benefit KPIs and Calculation
- Initiative Costs
- Cost Metrics and Calculation
- Adoption Rates
- Risk Analysis

Sponsor and  
Stakeholder alignment

- Discuss Draft Value Model
- Proxy identification for unavailable metrics
- Socialization Strategy for Value Model



## CALIBRATION

Feedback / Refine  
Value Model

- Testing value model with available metrics

- Identify gaps in metric values

- Industry benchmarks identification

Refine hypothesis/  
model baseline



## BASELINE REPORT

Prepare Deliverables  
Baseline Model

Finalization

Executive Summary  
Presentation

Read Out

- Stakeholder report out

- Executive / Sponsor read out



## ONGOING VALUE MANAGEMENT

Establish value  
objectives

Define & create  
dashboard mockup

Develop  
implementation  
plan

# VALUE- I.M.P.A.C.T.

## Work Products



### Value Modeling Workshop

- Output from Workshop
- Mapping Business Impact to Capabilities
- Prioritization of Initiatives



### Value Model Details Document

- List of KPI and values assumed (or provided by customer)
- Calculations & NPV Analysis, Benefit & Cost Details
- Summary Graphs (Breakeven Analysis, Benefits Breakdown, Costs Breakdown)



### Value Analysis Presentation

- Executive Summary, Problem Description & Analysis Scope
- Value Story & Business Implications
- KPI (both benefit and cost) Assumptions

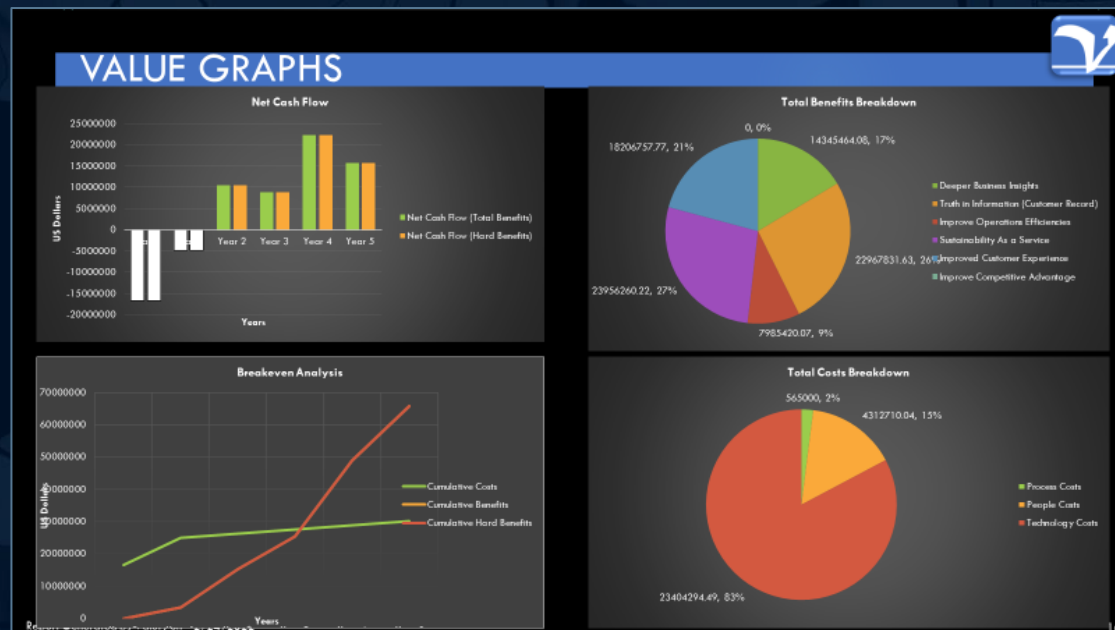
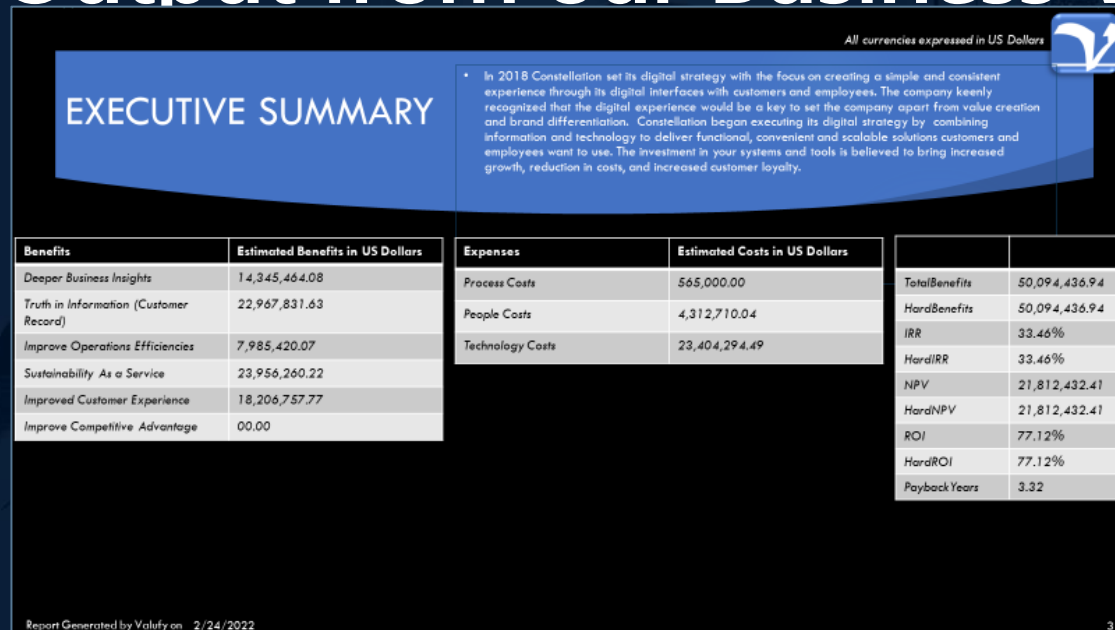


### Executive Presentation

- Deck for your customer executive presentation of the Business Value Analysis
- Your next steps with the customer

# Output from our Business Value Tool

\* Note: While we prescribe Valufy for optimal modeling and presentation, we will use the business value tool that you are most comfortable with.





# The Holistyx Difference

VALUE-I.M.P.A.C.T. Customer Business Value Identification, Modeling & Tracking Method

1

## Clear outcomes – Identify the right benefits, costs and risks

Starting from the broad industry perspectives to specific customer outcomes, our methods help account teams to identify the right benefit levers as well as realistic cost levers through human centered design thinking.

2

## Crisp business value – Value focused strategy and execution

Our method insists on developing a tiered but quantified business value analysis using key benefit, cost, and risk levers that get increasingly detailed with additional information.

3

## Fuller stakeholder buy-in through Value Orientation – Create sense of urgency

While the underlying value proposition is the same, we orient the value discussion differently for different stakeholders depending on their areas of focus.

4

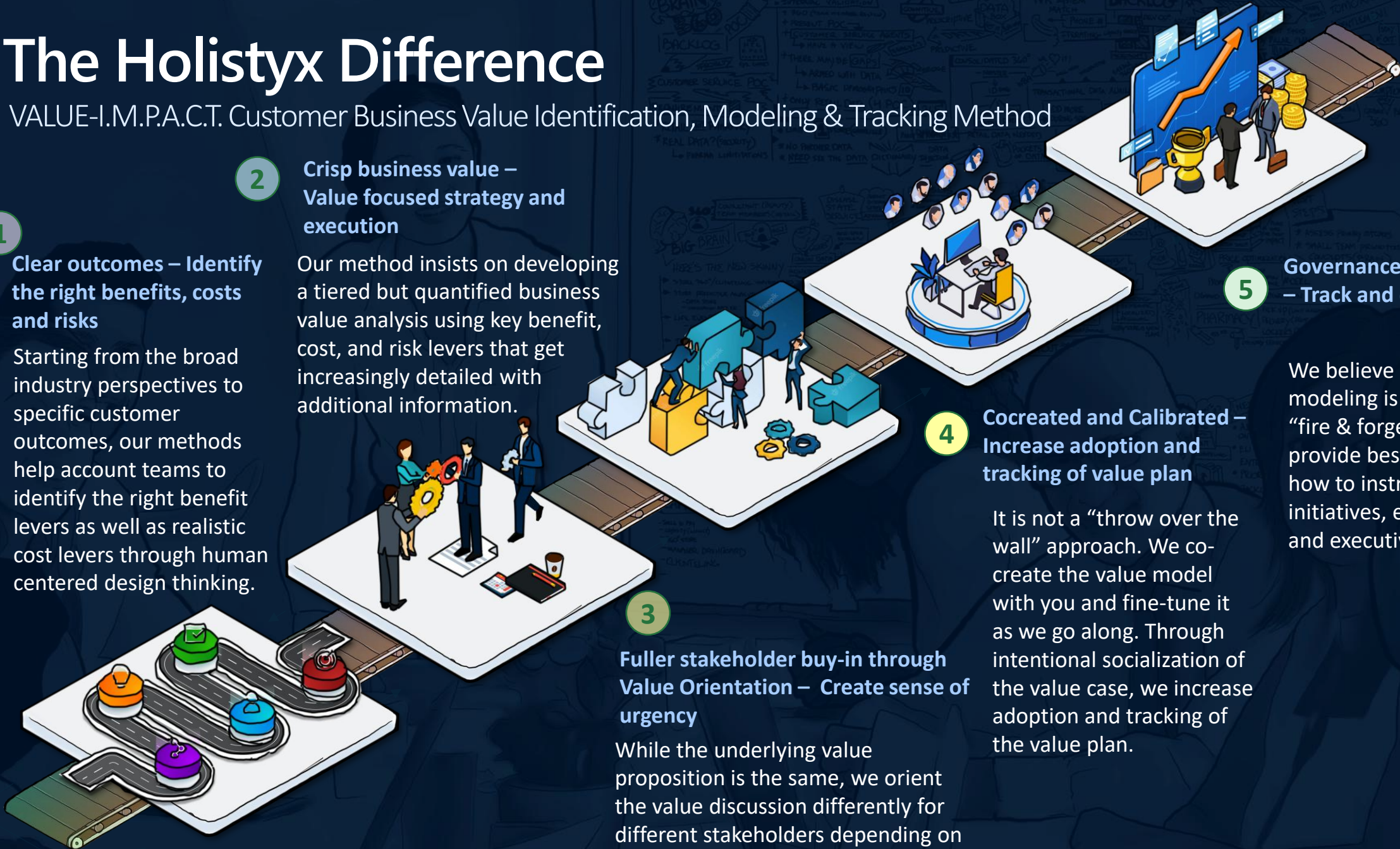
## Cocreated and Calibrated – Increase adoption and tracking of value plan

It is not a “throw over the wall” approach. We co-create the value model with you and fine-tune it as we go along. Through intentional socialization of the value case, we increase adoption and tracking of the value plan.

5

## Governance & Accountability – Track and evolve

We believe business value modeling is not a one time “fire & forget” exercise. We provide best practices on how to instrument your initiatives, effective tracking and executive reporting.





T H E  
**HOLISTYX**  
G R O U P

*"Simplifying the complexity of change"*

THANK YOU!