



WHAT IF YOU, YOUR
EMPLOYEES AND
CUSTOMERS FELT LIKE
THIS? THEY CAN...

ValueMapping Provides A Path To Meaningful Dialogue and Clarity That Enriches Communication, Lifts Culture and Enhances Operations

LEADERS...

- Can more clearly align the value of goals & strategy to vision
- Are able to more efficiently develop solutions to growth challenges
- Will better understand their individual and collective value & impact

EMPLOYEES...

- Better understand their value and the value your business provides to them and your customer
- Can authentically and more effectively communicate with each other and your customer
- Gain actionable insight to improve performance

CUSTOMER...

- Perceptions of your value is more clearly identified and understood
- Problems are more efficiently identified
- Solutions can be developed and communicated with greater efficiency

Immediate Application | Customized & Scalable | Definable & Measurable

"ValueMapping's tools and process elevated my team's ability to clearly and succinctly articulate the value of their efforts to a broader audience and built confidence and enthusiasm for the work they are doing."

Christine Meringolo, Former VP Consumer Engagement
Bayer Consumer Health



VALUEMAPPING[®]

Identify. Communicate. Grow!

WHY VALUEMAPPING IS SO EFFECTIVE AND DIFFERENT

- o Logic & Simplicity of the Process & Approach
- o Speed to Deeper Insight & Dialogue
- o Authenticity and Genuine Sharing
- o Flexibility and Scalability
- o Definable Outcomes and Measures

“ValueMapping is so versatile it can be implemented across any department within our organization to better communicate and grow our value.”

Paul Sapia, Strategic Integration Leader,
Humana

Our Approach: (ME) Individual Value - (WE) Team Value - (US) Organizational Value

The Process

ValueMapping “rides shotgun” with you providing immediate returns where you need to most leverage value: *Leadership, Culture, Sales and Marketing.*

You choose the pace and direction, we provide the clear, and measurable approach.

GATEWAY - Leadership teams learn, engage and immediately apply ValueMapping to tangible business challenges through the creation of ValueAction plans.

COACHING - ValueGuides provide one-on-one, live and remote support to optimize our process and tools.

SUPPORT - Scale and expedite ValueMapping's efficiency and effectiveness throughout your organization:

- **Webinars, Workshops and Speaking:** A full suite of live and web-based curriculum, training and speaking for your teams and organization.
- **Playbooks:** A guide and support kit to fully integrate ValueMapping into daily operations.
- **Technology:** ValueMapping integrates with existing cloud-based tools and Learning management Systems to accelerate learning and application.

The Team

The ValueMapping team consists of passionate and seasoned leaders, problem solvers and communicators who value people first and have diverse expertise across an array of industry.

Our Experience and Expertise Includes:

- C-Suite Executive Leadership
- Brand Storytelling
- Sales Management & Training
- Business Finance & Accounting
- HR, People & Culture
- Start-Up Founding & Funding
- Non-Profit Senior Management
- Donor Development & Relations
- Community Engagement
- Government Relations
- Lean Six Sigma Master Blackbelt
- Former US Naval Commander

“To say ValueMapping has been transformative is an understatement.”

David Miller, Co-Founder/CEO of Brightway Insurance

Text **VALUEMAPPING** to **444999** to learn more



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