



## VALUE CHECKLIST

- 1. Use the Value Equation: Value = The Sum of WHAT We DO + The IMPACT of What We Do
- 2. Think through your value: (A) Write down one word which you feel most clearly defines your value (B) Write down why you chose that word (C) Write down the IMPACT of your value
- 3. Use this methodology to help shape your answer to the question: "What do you do?" - The goal is to get people to respond with: "How do you do that? Or "Wow, tell me more!"

### **APPLYING THE VALUE CHECKLIST TO CONFERENCE VALUE**

- A. List all of the workshops you attended and rank them in the order of relevance and importance to you.
- B. Apply #2 from the Value Checklist to each workshop to define the value expressed by impact

### **APPLYING THE VALUE CHECKLIST TO YOUR VALUE**

- A. Consider an internal or external customer for yourself or a project/plan you're working on.
- B. Apply #2 from the Value Checklist to your or your project's customer to define value expressed by impact.

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ValueMapping™ is helping businesses better communicate value through the lens of Impact to help **increase sales, build culture and employee engagement and assist leaders with communicating the critical components of strategy and goals.**

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