



IMAGINE IF YOU,  
YOUR CUSTOMERS  
AND YOUR EMPLOYEES  
FELT LIKE THIS...

**ValueMapping™ is a business and human communication company. We help you more deeply identify and authentically communicate the Value of the most critical components of your business.**

Our patent-pending process and proprietary support tools integrate with your business short and long-term to drive impact.

## FOR CUSTOMERS

Communicate the Value of your products and services more powerfully and with greater focus.

## FOR EMPLOYEES

Drive culture and engagement as your employees are able to better understand and articulate their Value to the organization, each other and customers.

## FOR LEADERS

Equip leadership with tools to more effectively communicate the Value of your goals, strategy, tactics and performance.

Blindingly Fast Process | Incredibly Simple | Immediate Actionable Impact

*“To say it’s been transformative is an understatement.”*

David Miller, Co-Founder/CEO of Brightway Insurance



# LEVERAGING YOUR VALUE FOR GROWTH

ValueMapping™ is fast, flexible and simple to understand. It delivers an immediate impact with scalable and diverse programs and services which integrate with **executive teams, sales and marketing, HR and operations.**

*“Value Mapping is one of the quickest and most effective processes I have seen that promotes positive change in an organization. It is now part of our everyday culture and operations.”*

Myron Pincomb, Founder, The Pincomb Group  
Chairman, IBCCES

## The Process

ValueMapping™ “rides shotgun” with you supporting you where you are today and where you’re going tomorrow.

Choose the speed and direction right for your business with **three clear and simple steps.**

**STEP 1: DISCOVERY** - The introduction to ValueMapping™ choose from our custom workshops and seminars. Gain valuable insight and actionable data to move forward immediately.

**STEP 2: STRATACULTURE** - Once you’ve “Discovered,” choose the ValueMapping™ program right for you. Here, we bridge the gap between strategy, culture and operations with monthly, quarterly and annual programs.

**STEP 3: SUPPORT** - Increase and expedite ValueMapping’s™ efficiency and effectiveness:

- **Web Portal:** Our 24/7 cloud-based ValueMapping™ tool
- **Playbook:** A guide and support kit to fully integrate ValueMapping™ into daily operations.
- **Webinars:** Gain invaluable knowledge customized for your teams. Fast, efficient and scalable for large or small groups.

## The Team

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

### The ValueMapping™ Team Includes Among Others:

- Fortune 500 CFO
- Non-Profit CEO
- Brand Spokesman
- Start-Up Expert
- Former US Naval Commander
- Corporate Sales Executive
- Corporate Attorney
- Lean Expert/Six Sigma Master Blackbelt

*“Impact is the currency of Value. If you want to grow culturally, operationally and financially with happier employees and more satisfied customers, ValueMapping™ can help take you there.”*

Al Emerick, Founder, Value Geneticist

Map Your Value Today! Visit [valuemapping.com](http://valuemapping.com)



**VALUEMAPPING™**

Identify. Communicate. Grow!