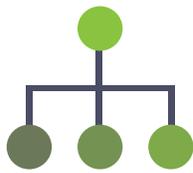


ValueMapping™ and Technology Trends

At ValueMapping, we guide organizations and their leaders in aligning and communicating the value of their people, products and services. We accomplish this through helping create meaningful dialogue with a focus on three main areas:



ORGANIZATIONAL CULTURE AND CONNECTIVITY



LEADERSHIP DEVELOPMENT AND IMPACT ALIGNMENT



ENHANCING SALES AND MARKETING EFFORTS.

We're often asked how technology advancements affect these focus areas. So we continually follow various trend data to see how ValueMapping can leverage tech changes on the horizon. Here are just a few examples:

BUILDING CULTURE AND CONNECTIVITY

In her article *5 Latest Business Trends and Predictions for 2019*, author Racheal Muriithi writes: "The workplace is going to get better with businesses changing the way they use space to drive productivity. The behavior of employees will also change as they adapt to the new environment. New tech tools will be used, and employees can work with flexibility and away from the office... Technology also gives support to workplace involvement by providing access to devices that communicate and update automatically. Powerful mobile devices fitted with wireless technology allow for just about any space to be useful in productivity."

Engaging and retaining the best employees becomes more important than ever during times of technology change. You don't want your best and brightest lured away to a competitor because they boast the latest, shiniest tech; yet you shouldn't add technology for technology's sake – tech is not a panacea for employee performance nor a reflection of an employee's ultimate value. Through ValueMapping, you can expect to satisfy and retain quality people while increasing their confidence and productivity. You will build your company culture through employees understanding value

expressed through impact; their individual value; and the value of their peers and leaders expressed through collective and shared impact.

There is also a recognition and appreciation for the balance of Functional and Foundational value. In ValueMapping terms, Functional value refers to the transactional-based value of what people do which can shift from project to project and task to task. Foundational value refers to the value which someone brings with them at all times; almost a "core-like value."

This recognition and balance creates a tighter bond which allows employees to more deeply and authentically connect with your organization's value. With that employee-value connection, any technology advancement will be even better leveraged for more impact.



LEADING AND ALIGNING ORGANIZATIONS

FastIncNow's article *Business Trends That Will Reshape Your World in 2019* discusses the new "techno-savvy" customers who want more: "Now the earlier notion of selling to only buyers has changed. Now the sellers not only sell but serve these now models of consumers. These are more sophisticated and techno-savvy customers who now know what to buy. Businesses now have to gear themselves for a more socially oriented approach, and establishing trust networks. They should be right on the spot where their prospective buyers are feeding them with what they want. They have to attain social and environmental responsibility. They need to develop a digital but responsive culture which not only benefits shareholders but also all stakeholders. This has to be instilled in their DNA."

Building an organization that benefits all stakeholders – and instilling it in a company's DNA – has to start and be continually championed from one place: senior leadership. To make this type of impact, leaders must ensure that the entire organization is aligned and understands the value expressed through impact of the vision, goals, and strategy; and the performance

ENHANCING SALES AND MARKETING

In *5 Marketing Trends to Pay Attention to in 2019*, Forbes contributor John Hall states: "There's no stopping marketing automation and technology. These advances help marketers scale more effectively, make better decisions, and save money. However, these advances sometimes come at the expense of the relationships those same marketers have typically built with members of their audience. Although automation might cover basic tasks, it's important to do your best to add a personal touch or offer direct help when possible."

At ValueMapping, we couldn't agree more with Mr. Hall. Yet, whether you're scaling your message through email blasts, social media, consumer care strategies; or providing the personal touch of a phone call, are you sure you're clearly and authentically communicating the value

needed to get you there. However, if your team doesn't understand the value of these components as well as their own value, your success with the "models of consumers" is at risk. Through our leadership ValueMapping programs, your organization will:

- **More effectively communicate the value and impact of goals**
- **Increase the effectiveness and roll-out of strategic initiatives**
- **Create operational and financial efficiency through impact-based business decision making**
- **Support and enhance change management, process improvement and business process resources**
- **Problem solve and innovate more creatively and efficiently**

Leadership that creates an aligned organization that understands and can authentically communicate its value will be able to respond to and meet the demands of all its stakeholders, however diverse they may be.

of your products and services expressed through "head" and "heart" impact? Your people and your technology must account for this. Whatever the communication method, it won't help you if you're not communicating your true value; and this "truth" must account for both cognitive and emotional impact. Our ValueMapping process provides deep understanding and authentic communication of value expressed through both of these impacts to your customers. Once your sales and marketing teams can more deeply understand this and authentically communicate the value of your products and services and of your whole organization, you will see greater response rates, improved close ratios and increased sales. Whether connecting through the latest automation or sending hand-written notes, you'll have more than repeat customers and create loyal brand champions who recognize your true value because they fully embrace your impact.

If you'd like more information on any of the ways we can help you understand and take on 2019 trends, just drop us a note at info@valuemapping.com.



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