



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 Fosters Growth

### LEADERS...

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

- Perception 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**<sup>®</sup>

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 & Genuine Sharing
- o Flexibility & Scalability
- o Definable Outcomes & 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

Our team consists of passionate and seasoned leaders, executives, problem solvers, and creators who value people first. Our experience spans large and small business, start-up, non-profit, and government sectors.

#### Our ValueMapping Guides Have Walked In Your Shoes...

- C-Suite & Executive Leadership
- Brand Storytelling
- Sales Management & Training
- Marketing & Communications
- HR, People & Culture
- Business Finance & Accounting
- Six Sigma & Process Improvement
- Start-Up Founding & Funding
- Board Development
- Non-Profit Management
- Donor Development & Relations
- Military Command & Leadership

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

David Miller, Co-Founder/CEO of Brightway Insurance

Text **VALUEMAPPING** to 444999 to learn more



**VALUEMAPPING**<sup>®</sup>

Identify. Communicate. Grow!