



MINISTRY OF EDUCATION,
YOUTH AND SPORTS



OP Education
for Competitiveness



INVESTMENTS IN EDUCATION DEVELOPMENT

Value Propositions presentations

Semestral work 2 evaluation

Value Proposition

- experiences from praxis

L11

Repetition with new way of
attention focusing

Value Proposition

What

Why

How

Value Proposition – what it is

- C-P-T: in a well selected context we have three **agents** playing in the “game”.
- A valid statement is necessary between ‘C’ and ‘P’ about “what/how/where/who/when/why” will be done during the service performance.
- This negotiation has to be maintained and revised continuously through the service provision life-cycle.
- Through all the **process of service provision** there must be at any time point valid statement of work declaring *what* have to be done, *how* it will be done, *where* it will be done, *who* will do *what*, *when what* will be done, and *why* it will be done. This statement is called a **value proposition**.

Value Proposition - characteristics

- Absolutely clear for all stakeholders
- A benefit for the Client must be obvious to this level that he buy in to the change!
- A clear “axe edge” to cut up the problem has to be recognized and communicated.
- The “axe edge” is about **usefulness** for Client or potential clients.
- Any particular usefulness claimed in VP has to be supportive to this “axe edge”.

Value Proposition – why it is important

- A service provision is about change.
- Everybody has his/her/its own filter, set of filters precisely, by which filters the whole stream of data when perceives.
- There is lot of contexts from which each particular situation could be understood and evaluated.
- Law of inertia works in society as well as in nature.
- Thus to convey clear “what/why/how to change” is necessary to put ideas to action.

Value Proposition – why it is important (2)

- Two kinds of change exist according to the Gerald Bradley's book 'Benefit Realisation Management', GOVER, 2006:
 - Change acquiring and/or implementing capability (***enabler***)
 - Change embedding this capability into the working practice (***business change***)
- Namely the VP for 'business change' is the issue, as Clients live in the working practice.
- And moreover, Clients' contexts are entirely different from the context of a Provider who understands well the 'enabler'.

Value Proposition – how to formulate it

(check list which can help us)

- Key stakeholders identification and classification
- Target (“T” from C-P-T) clear definition
- Benefits for C recognition
- “Enablers” and “Business change” specification (see “BRM”)
- Deliverables description
- “Axe edge”-like formulation
- Revision of all points
- Workshop (forming seminar) with key stakeholders