

Value Proposition: Value added for target stakeholder, clarity and specificity, belief that business is different and better

Tangible results: increased revenue, faster time to market, decreased costs

Provider \rightarrow offers stakeholder product/service + Stakeholder should purchase + Descr. Why Stakeholder will be better

Enron's shady accounting practice

Customers, Employees, Investors

Customers = improved performance, quality of life issues, timeliness, cost efficiency

Define exactly who the "Customer" is

Value Proposition Tool, Prioritized Product/Needs

Employees = improved productivity, innovation, creativity, customer relations, community relations

Investors = produce consistent growth in TSR, return cash to investor, no surprises

ROI

return on investment

\$250k

Years

1,000,000

4X

IRR

internal rate of return

1,000,000 with time