

Deloitte Enterprise Value Map™

(Practical paths to increase shareholder value)

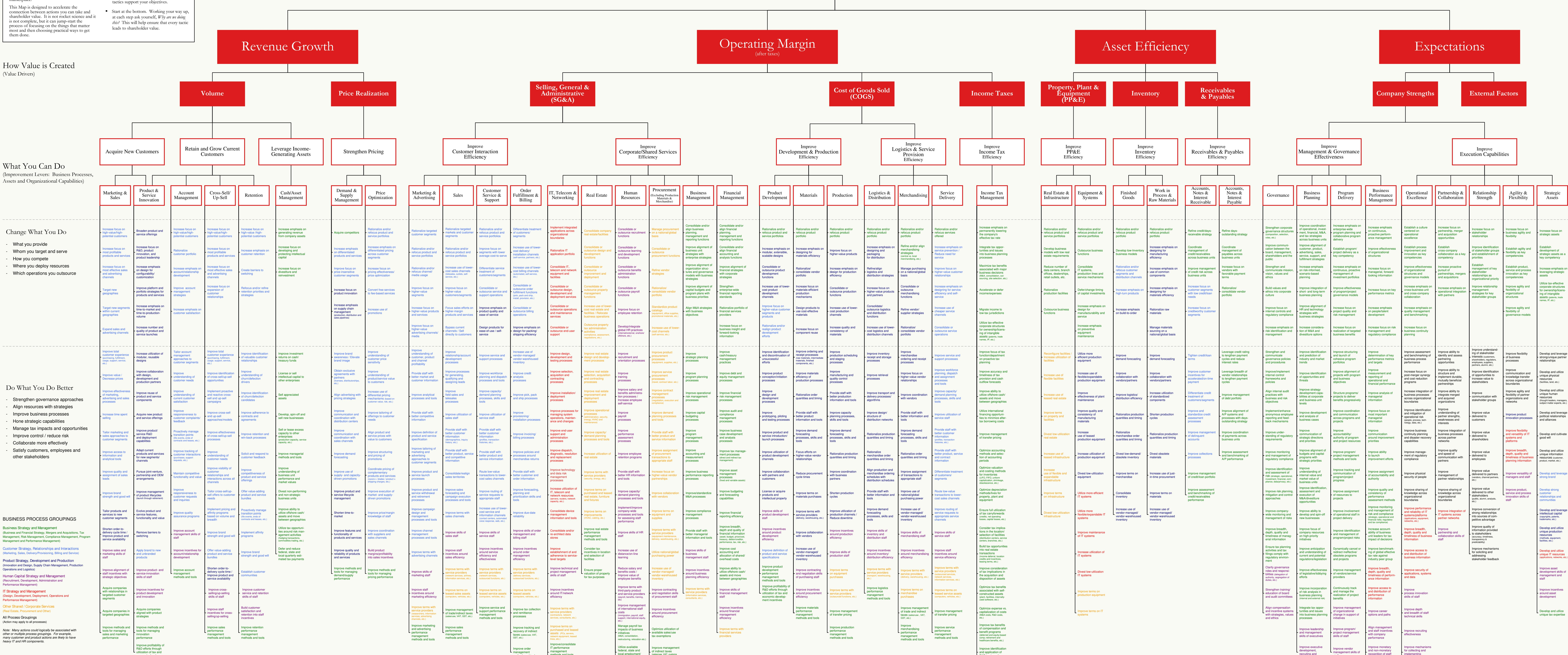
It's easy to say shareholder value is important. Not so easy to make it influence the decisions that are made every day: where to spend time and resources, how best to get things done, and, ultimately, how to win in a competitive market.

This Map is designed to accelerate the connection between actions you can take and shareholder value. It is not rocket science and is not complete, but it can jump-start the process of focusing on the things that matter most and then choosing practical ways to get them done.

Here are two simple ways to use it:

- Start at the top. Working your way down, at each step ask yourself, *How will we improve this?* This will help ensure that your tactics support your objectives.
- Start at the bottom. Working your way up, at each step ask yourself, *Why are we doing this?* This will help ensure that every tactic leads to shareholder value.

How Value is Created
(Value Drivers)



Shareholder Value