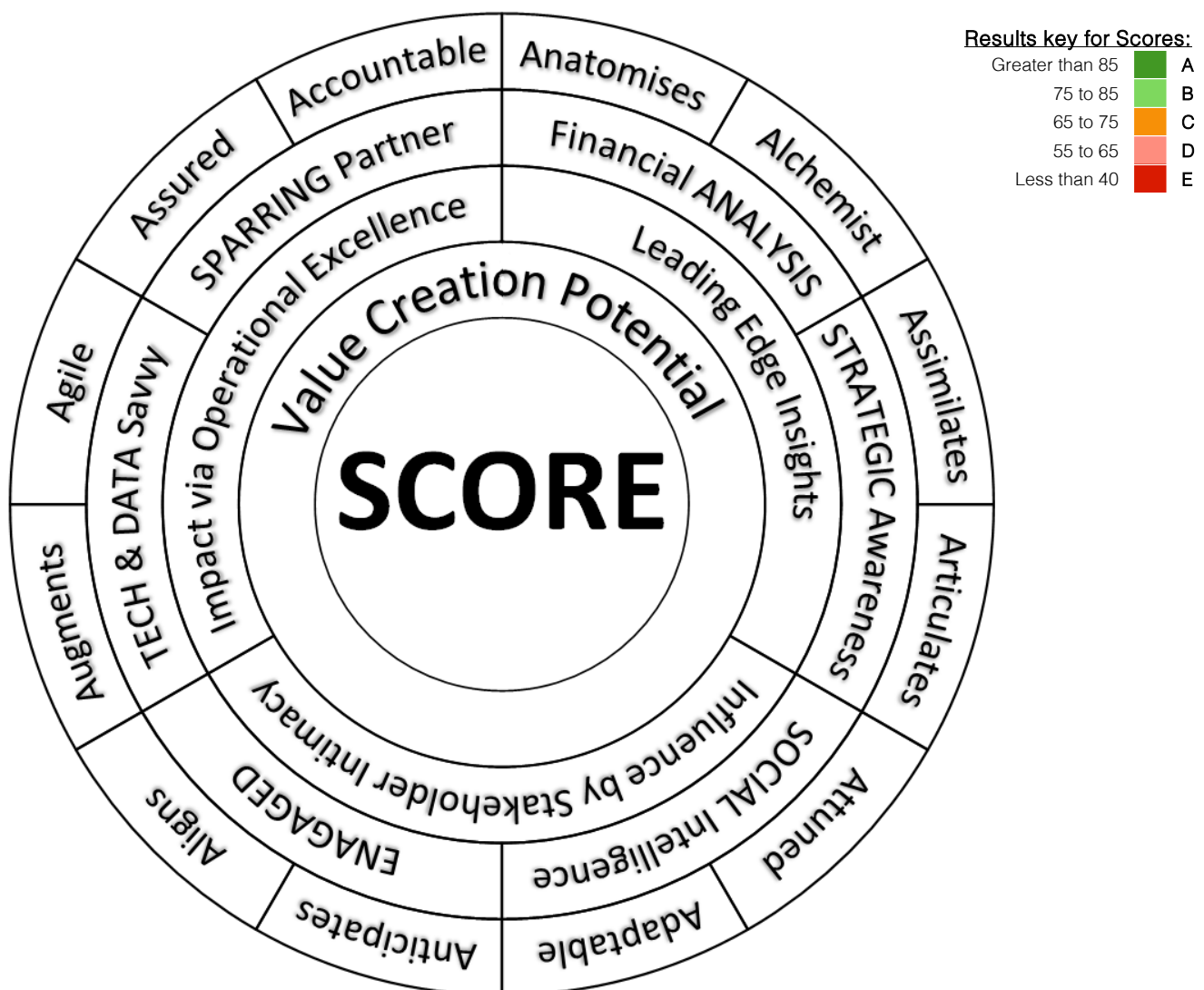


# Value Creation (VC) Potential Score Explanation

The VC Potential Score is a multi-dimensional assessment of that aims to assess the current state of your **ASSETS** that drive the three value disciplines: Providing leading-edge **Insights**; establishing **Influence** by stakeholder intimacy and delivering **Impact** via operational excellence, which all come together to create value for our organisations.

The relative potential of these Value Creating Assets is assessed along a number of traits to be acquired, maintained and enhanced in order to preserve and develop our potential to create value, and all of these begin with the letter “A” the highest level quality grade rating. This is why it is sometimes called by users as bringing your “**A-Game**”.

The maximum score for each dimension is out of 100 and for ease of use the VC Potential assessment is colour coded on the following grades:



Since the VC Potential assessment is an assets-based approach the main aim for the user is to decide whether to improve their asset grading or to partner with someone who has better capabilities in these traits than they do thus becoming stronger together.

Please click on each segment to gain tips on what you can do to improve your potential in each or print out the report to a pdf at your unique link shown at the top of the assessment.