

Creating Value

Application worksheet

**Applying value thinking
in various situations
around you**



Future-Ready
Contributor Program

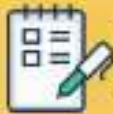
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ILLUMINE



4

Think of something you are considering buying or investing into. How would you assess its worth based on value thinking?



Example of something your are considering buying or investing into & value thinking in it...



- Compare the price & value of it.
- Apply value thinking to assess whether it is worth the investment.

Examples like...



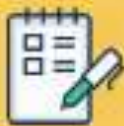
While deciding to buy a bike or car, how can you maximize the value creation potential rather than only looking at the features?

How would you decide which college to invest into when taking admission, applying value thinking?



3

What kind of choices are you faced with?
How can you apply value thinking to
make the right choice?



Example of a choice in your life & how you
can create more value through it...



- Assess the kinds of positive & negative value that can get created in both sides of your choice
- Compare both
- What choice will you make & why?

Examples like...



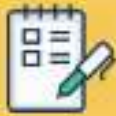
A family function and a friend's birthday fall on the same day. How would you decide to spend your time while creating value?

How would you decide which elective to choose in college from the options? Can you make a choice based on value creation?



2

What recent experiences have you been through (good or bad) or experiences you will go through in the near future?



Example of an experience & how you can create more value through it...



- Who are the people involved?
- What kind of value can you create for each of the people involved?
- How?

Examples like...



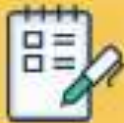
You did not get selected for a post that you really worked hard for. Despite the rejection, how can you still create value?

A trip to your favorite picnic spot is organized by the institution. How can you use this opportunity to create value?



1

What products or solutions do you make? How can you apply value thinking to create more value in the way you make these?



Examples of products you make & how you can create more value in them...



- Who are your users?
- What goals can your product/ solutions serve in their lives?
- So, what kind of value can you create for them?

Examples like...



When doing a project assignment or writing a submission or coding a software program, how can you create more value for the people who will use or read it? For other students?

When designing a stage set up for a college event, how can you multiple the value you create – for other students, audiences, for the college?



Every situation or interaction is an opportunity for us to create value for others as well as for ourselves...

Apply the Value Checklist for this –

The Value Checklist

- ☒ **Utility, convenience & functional value**
- ☒ **Experiential value**
- ☒ **Status or identity value**
- ☒ **Learning & growth value**
- ☒ **Relationship & emotional value**
- ☒ **Future value**

Look out for the opportunities around you to create value...

of Uber was first conceived when former CEO Travis Kalanick met Garrett Camp and they discussed the possibility of a reliable and quickly accessible black car service which led to the original tagline of the company of “Everyone’s Private driver”, they launched the app in 2010 in the city of San Francisco. Today, Uber makes money by charging its clients for cab rides, offering food deliveries and advertising. The money paid by the client is divided between the cab driver and the company with the company taking 20% of the profits.

Uber’s business model creates a win-win situation for all parties involved, right from the customer to the driver and the app service provider. Despite facing legal challenges across their markets, Uber has successfully transformed the public transportation landscape across the world. Similar to Uber, companies like Airbnb and Etsy have also transformed their respective business landscapes with breakthrough, profitable ideas.

While reading the article below, keep in mind:

- Uber’s unique value proposition to the market that ensures customers keep choosing them over other services.
- How did AirBnB and Uber transform their respective industries, what value did they add to the market?

Think value creation, first

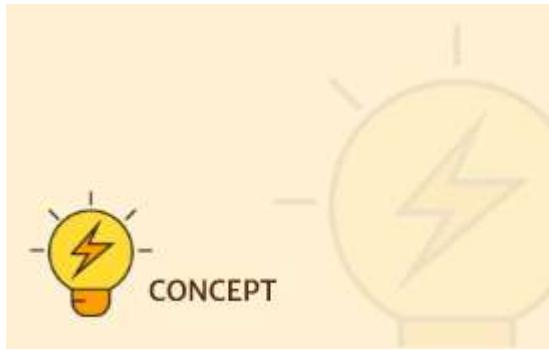


These articles will give you an insight into the importance placed on value creation in the world of work.

Focus on the following while going through the material below:

- Engineer Jeff Parrett ensures success in any project he is working on by ensuring everything he does is innovative, people focused and fun.
- Brands like Tesla attract committed employees and customers because of the outcome they were focused on: building cars that combat climate change. This outcome was considered important, and impactful by many of their stakeholders.

What makes Indians succeed on a global stage?

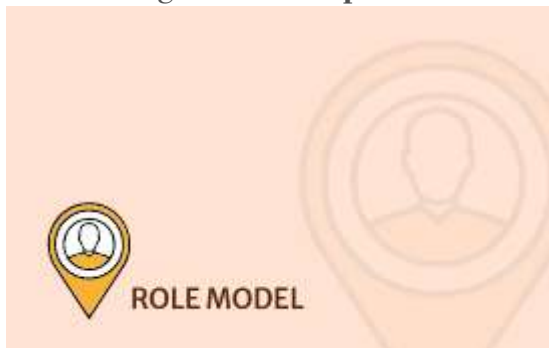


The article below tries to understand the reason behind the phenomenon of Indian origin people leading some of the largest companies of the world and the unique thinking they bring to the table that helps drive their companies. Take for example the story of Satya Nadella who drove innovation in Microsoft by focusing on empathy. It is through empathy, he realized the true purpose of Microsoft was to “build technology so that others could build more technology.” This helped set a new direction for the company to grow in.

Read the article below to understand the following:

- What is the reason behind putting people first for these successful leaders?
- The importance given by these leaders to creating value within the organization, to create a positive corporate culture which in turn impacts the growth of their companies too.

How having a vision helped transform the Indian IT industry!



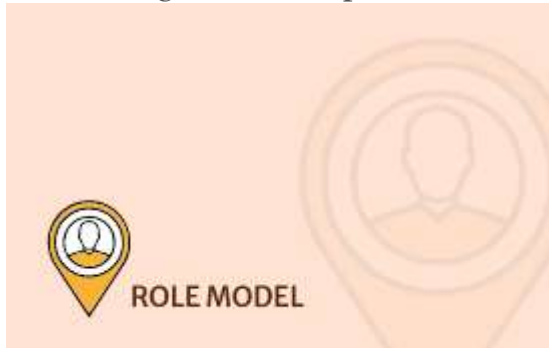
Ever wondered how India became an information technology (IT) hub? The answer lies in the story of FC Kohli, former head of Tata Consultancy Services (TCS) who helped build the Indian IT industry, and was aptly called the Father of Indian IT.

At a time when there was no ecosystem or infrastructural support for the development of IT in India, FC Kohli decided to devote time and energy to developing the Indian IT sector. Right from bringing in the latest technology to India, to forging global partnerships FC Kohli put in all his energy into an industry that would help India’s growth. Today, the Indian IT sector, is a \$190 billion industry all thanks to the groundwork laid by him.

The articles below speak about his tenacity to create a new industry in India. While reading the following keep in mind:

- In addition to running a profitable enterprise, he worked with Indian universities to set up Computer Science departments thereby ensuring Indian youth were employable and Indian companies had access to talent when the software industry picked up.
- He was also the first person to see the impact an outsourcing business could have on India, not only in terms of profit for his company, but for India's growth.

How having a vision helped transform the Indian IT industry!



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The true meaning of brand value



Creating value means making a tangible impact in a situation. It also means being devoted to your purpose and standing by it even when you are faced with challenges. The athletic wear brand Nike decided that profits were not as important as human lives when they showed support for the Black Lives Movement and racial justice in the United States of America. This was done with the help of an advertisement featuring Colin Kaepernick, a footballer who was a vocal supporter of the movement.

While reading the articles below keep in mind the following:

- Nike realized that a brand as big as theirs had the power to influence positive change and positively impact the lives of millions of people.
- Nike was devoted to being on the right side of history, and this strengthened their brand image and ensured a spike in their growth, soon after the advertisement was launched.
- **Choosing social capital for growth**



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- Social capital, which refers to the value created from investing in good community and human relationships is extremely important to the Tata group. The group has always believed in the motto of “doing well by doing good,” this means that their business practices have always been geared towards positively impacting their shareholders, employees, customers and the community they work in.
- Learn more about how the Tata group has always managed to be a value driven business in the articles below.

Fantastic Plastic?



Much of our modern world is dependent on plastic. From mobile phones, television, to other electronics; from disposable bags, file covers to storage cabinets - plastic is everywhere. It is valuable because it is light, durable, hygienic and inexpensive. Plastic made it possible to make health care simpler, hygienic, less painful and affordable, MRI machines, disposable syringes, intravenous blood bags, and even heart valves are now made of plastic.

Despite being low priced and extremely valuable to the modern world, the usage of plastic has also done irreversible damage to the environment. Plastic pollutes our oceans and damages our marine life, The Great Pacific Garbage Patch, deep in the Pacific Ocean, four times the size of India, is filled with trash consisting mostly of plastic debris. It causes millions of deaths of marine life when they ingest plastic or get tangled in it. Plastic also causes a lot of harm to our bodies when plastic slowly leaks a toxic chemical bisphenol into our food. This toxic chemical is known to disrupt reproductive functions and also been linked to prostate cancer, miscarriages and birth defects.

The articles below talk about both the positive and negative value of plastic. While reading the articles think of the following:

- What are some of the value creating and value destroying properties of plastic?
 - What are some of the solutions that you can think of to help solve the plastic challenge in the world?
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