

VALUE CHAIN MANAGEMENT CAPSTONE

JOE BRADLEY



Organizational Activities

Building an Activity Map



WHAT IS AN ACTIVITY MAP?

Organization as a bundle of activities or routines

Activities carried out by individuals within the organization

Activities should align with the strategy

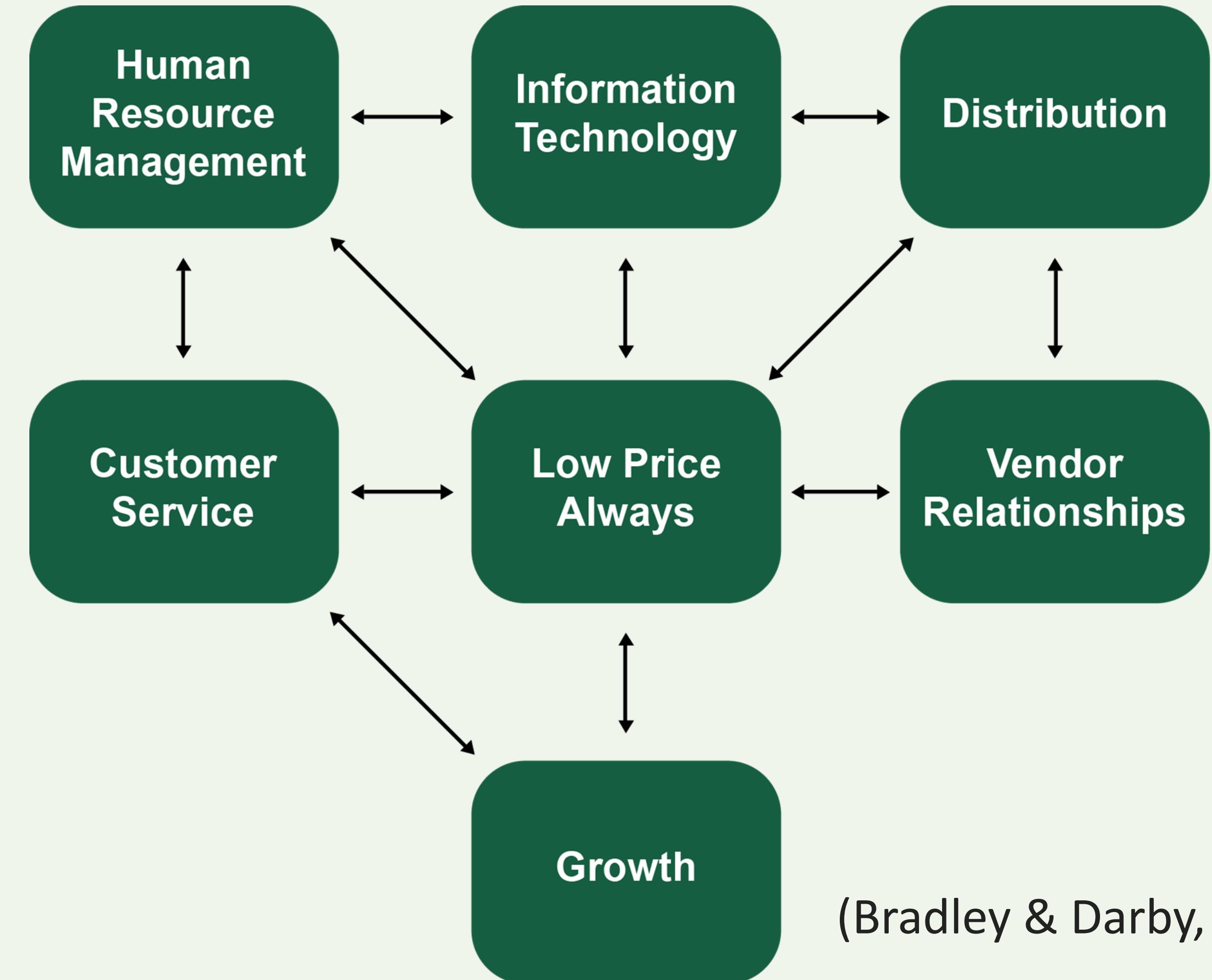


WHAT IS AN ACTIVITY MAP

Articulate – what is the overall value proposition? What are the core elements?

What are the most important activities performed by the business?

Identify relationships amongst the activities and the core elements



(Bradley & Darby, 2017)



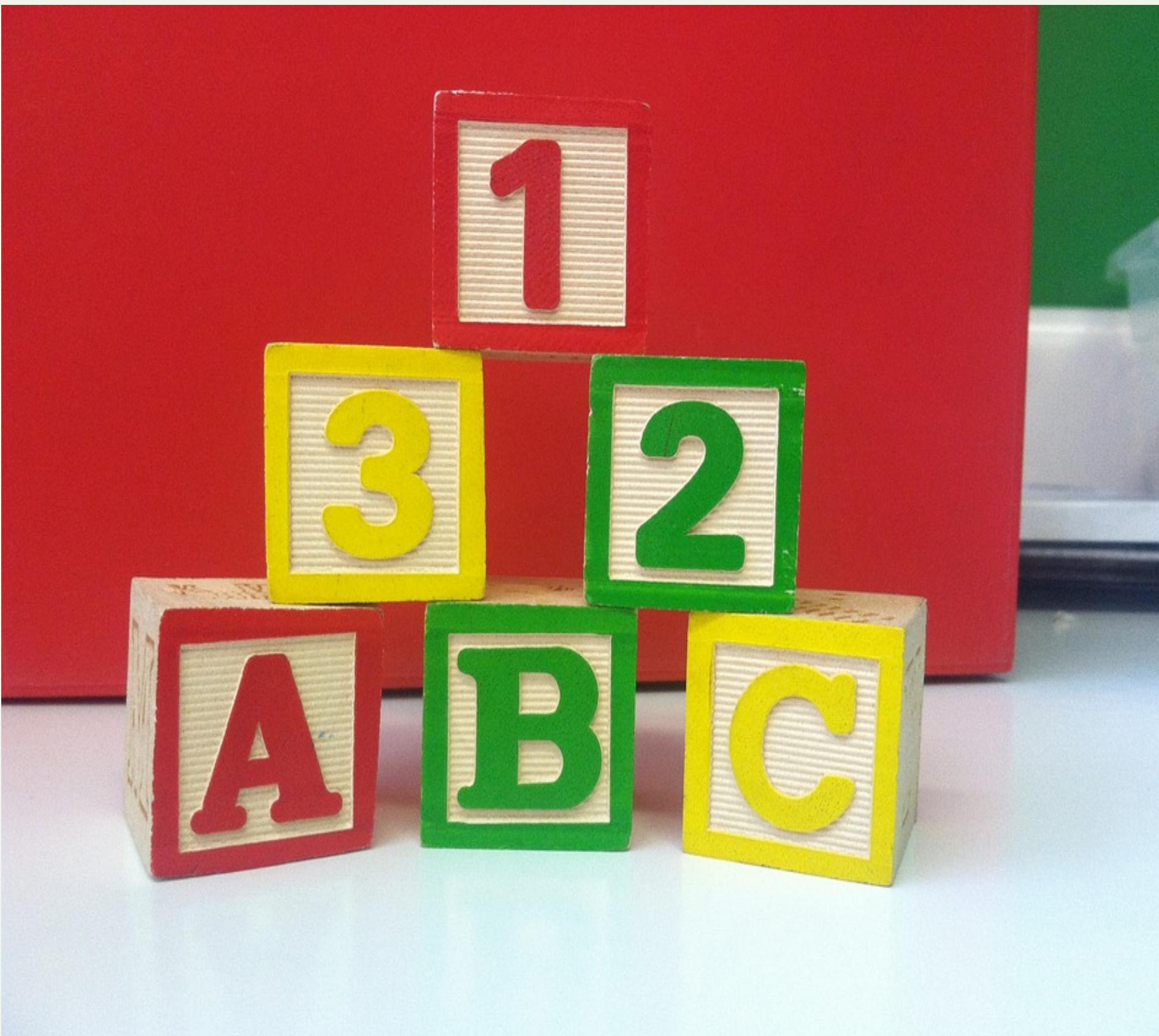
BUILDING AN ACTIVITY MAP

Identify the core elements of the value proposition

Identify the key activities performed in the business – **value creators, cost drivers**

Draw a connection where an activity contributes to the value proposition

Draw a connection where two activities affect each other



BUILDING AN ACTIVITY MAP

Let's do an example for a hypothetical organization



BUILDING AN ACTIVITY MAP



BENEFITS OF THE ACTIVITY MAP

Identify ways and opportunities to strengthen the relationships amongst activities

Identify misalignments

Identify potentially missing activities and/or relationships



New York Photographic, 2016



NEXT STEPS

Complete assignment

Given the content within the case study,
build an activity map for WCSC

Discuss the rationale for the value
proposition elements and key activities
you choose as the building blocks of the
activity map

For more details, read the course site



REFERENCES

Bradley, J. & Darby, J. (2017). *Organizational activity map*. University of Illinois.

New York Photographic. (2016, August). *Benefits* [digital image]. Retrieved from <https://goo.gl/vRMdop>

