

**BUILDING
A
POWERFUL
VALUE
PROPOSITION**



International Collaborative Leadership Institute

Building a Powerful Alliance VALUE PROPOSITION

Why a Value Proposition Workshop?

VISION IS NOT ENOUGH

How many times have you read a Vision Statement that had no real meaning, impact, or clarity?

All too often Vision Statement is fuzzy, uninspiring, and fail to capture the imagination of both the senior executives that must support the alliance and the alliance team that must ensure its performance.

VALUE PROPOSITIONS ARE ESSENTIAL

The purpose of a Value Proposition is to convert Vision into Value that can be measured, operationalized, and delivered successfully to both the alliance partners and their target customers.

Organizations with great value propositions know where they are going, are able to motivate their teams, and stay on track to attain great performance.



What Value Can I Expect?

This will be a real work session applying principles and practices that will result in your team producing a World Class Value Proposition and the core elements of an Operations Plan that will begin to materialize the Value Proposition quickly.

Our Value Proposition Methodology has been created according the Best Practices we have found by assisting thousands of alliance professionals over two and half decades.

Simply put: Great Value Propositions are the starting point for Great Results.

Who Will I be Working with & Learning from?

Robert Porter Lynch has been in the vanguard in the field of collaborative leadership, alliances, collaborative innovation, and trust building, as both a thought leader and expert professional with an extensive world-wide track-record; his methods have produced the highest performing alliances.



The author of several books, his work has been recognized across the globe.

Building a Powerful Alliance VALUE PROPOSITION

Importance of a Value Proposition:

Every business professional knows the importance of creating a 'Win-Win' arrangement. But what actually defines the 'win?' Answer: It's the Value Proposition. Without a powerful value proposition, strategic initiatives lack meaning, purpose, and direction.

The Fatal Flaw in Mission Statements:

I have worked with thousands of managers and executives over my career. During that time, I've had a chance to examine many hundred alliance "mission statements," and only a handful were worth the time and effort spent on them. Most were fuzzy, vague, non-specific, and utterly uninspiring. When I asked people if they were worth the time spent on creating these mission statements, almost universally people rolled their eyes and stated: no.

Years ago I abandoned the idea of teaching or coaching about a mission statement as an abject waste of time; instead I perfected a rapid, precise, and impactful way of having new venture champions create high-power, results-oriented, awe-inspiring Value Propositions. People were delighted, focused, and energized.

Defining the "Win," Creating Synergy:

In our elevated desire to create a 'win-win,' many business professionals carve the definition of a 'win' vaguely and imprecisely. This has important implications on the alliance down the road.

Unless the 'win' is defined and measured with clarity, it may, in fact, have little or no value, or be totally misinterpreted by the partner or their internal teams. A good 'win' is designed to be measured, then modified when conditions change.

This is how one measures the $1+1>3$, which defines 'synergy.'



There are two "laws" that govern the power of an alliance:

Law #1:

People support what they help create

Law #2:

Sharing expands; Hording contracts

During this workshop, learn how using the energies unleashed by these two laws will help guide, align, and motivate people to do exceptional work.

Building a Powerful Alliance VALUE PROPOSITION

AGENDA

1. WHY A VALUE PROPOSITION IS SO IMPORTANT

- The Fallacy of Vision Statements
- What is a “Value Proposition?”
- Leadership Impact of Value Propositions
 - Workgroup Action Plan

2. VALUE MIGRATION

- Defining “What is Value?”
- Why Value is Always Shifting
- Getting in Front of the Value Curve
 - Workgroup Action Plan

3. KEY ELEMENTS OF A VALUE PROPOSITION

- Nine Criteria for a Powerful Value Proposition
- What People Fear about Measurability
- Five Types of Measures for Strategic Return on Investment
- Creating Breakthroughs in Value
 - Workgroup Action Plan



4. LINKING VALUE TO OPERATIONAL PERFORMANCE

- How to Make Value Propositions the Foundation of Operations
- Operational Targets Linked to Value Creation
- Turning Operational Breakdowns into Breakthroughs
 - Workgroup Action Plan

5. LINKING VALUE PROPOSITIONS TO INNOVATION

- Selecting Key Innovation Priorities
- Cost Reduction versus Target Costing
- Getting Started with Measurable Results
- Rapid Implementation, Momentum Building & Speeding the Flow
- Ensuring the Results have the Expected Impact
- What Really Motivates People
- Some Fallacies of Financial Rewards
- Small versus Large Innovation
- Profit versus Performance
- What’s Needed to Sustain Innovation
 - Workgroup Action Plan



6. BUILDING THE HIGH VALUE, HIGH PERFORMANCE TEAM

- Six Essential Qualities of All Team Members
- Gaining the Right Mix of the Right People
- Dynamic Tension for Successful Creation & Implementation
- Two Different Types of Trust Needed for Success
- Establishing Breakthrough Operating Principles
 - Workgroup Action Plan
 - Finalizing the Go-Forward Plan

DID YOU KNOW?

Without trust, the brain’s chemistry actually shuts down our ability to collaborate *and* to innovate.

Available in Two Formats

- ½ Day
- 1 Day

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You Will Learn:

- Why Vision & Mission Statements are actually counter-productive because they normally contain a hidden fatal flaw
- How to spot the fatal flaws, then put the alliance back on track
- Why a powerful Value Proposition is one the most important factors in getting your alliance off the ground quickly
- Best Practices and Critical Factors for Success that produce a powerful Value Proposition
- Why your customers and suppliers should be a major part of the Value Proposition
- How to link the Value Proposition to your innovation initiatives
- How to build a breakthrough Operations Plan linked to the Value Proposition
- Who is best suited to serve on a Breakthrough Team
- Leadership needed to ensure the successful creation of value
- How to avoid the *Typical Pitfalls* that cause programs to fail
- Basic Language, Best Practices, and Tools for *Building a Powerful Value Proposition*
- *Critical Metrics* to spur rapid advancements



"The Strategic Planning and Alliance Workshop exceeded our high expectations.

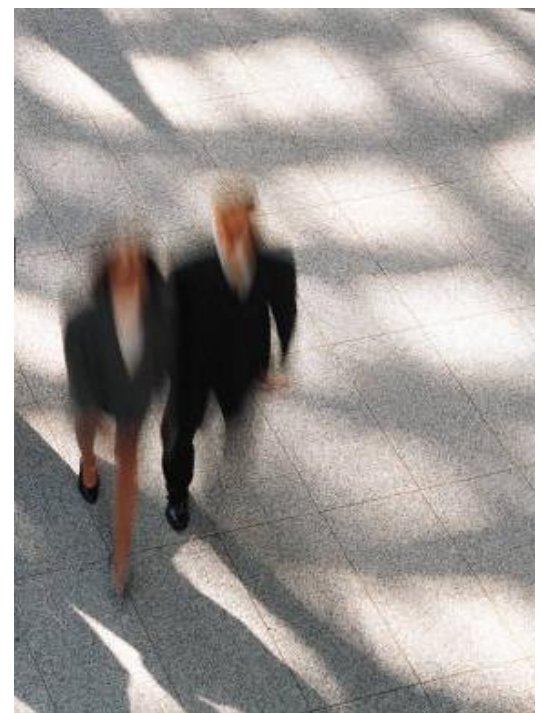
It's seldom in life that one encounters a true master of their craft, but we found that with Robert Porter Lynch and the Warren Company team.

They brought needed clarity, alignment, and enthusiasm to our development strategy."

Jeff Mettais – VP Strategic Business Development, *A2BE Carbon Capture* LLC

Key “Take-Away” Topics will include:

- How to build a powerful World Class Value Proposition
- How to create transform a Value Proposition into an Operations Plan to gain traction and an *Action Plan* to move forward
- How to turn breakdowns into innovation
- How to assess the future of the Value Proposition and get ahead of the Value Migration Curve
- How to convince senior executives about the value of the strategic alliance and its impact on your company's future
- How to distinguish between value proposition that have value and false propositions
- The Five Dimensions of Value that should be assessed
- How to use the Value Proposition to jump start High Performance Teams, and who should be on that team.
- How to avoid typical pitfalls that cause programs to fail



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Why Should I Use a Workshop Approach?

When making a decision about how to improve team performance, any ardent follower of winning sports teams knows that behind great stars invariably there is a great coach. Often great coaches take losing teams to the top of their game in only one season.

How can you inject the impact of a great coach into your alliance team quickly, economically, and with the expectation of great results in rapid order? The answer is coaching through a two-fold strategy:

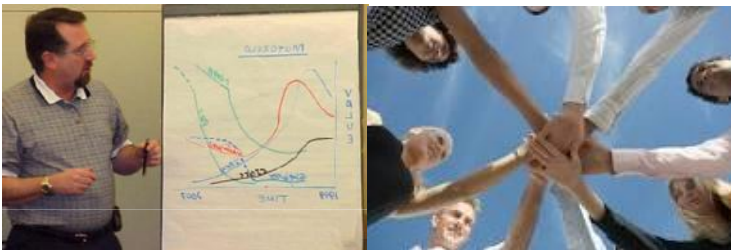
- First, reveal which best practices produce dramatic improvements.
- Second, avoid the biggest mistake in learning: *knowledge brings results*. Studies show that simply having individuals attain knowledge does *not* improve results. Results come when teams apply their learnings together, immediately upon their joint learning.

Using these two strategies is why our workshops are so successful.

What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.



About your Workshop Leader

Robert Porter Lynch has been creating alliances for over thirty years. His studies of Alliance Best Practices, beginning in the 1980s have resulted in thousands of successful alliances all over the world. Over 25,000 executives and managers have attended his programs and workshops worldwide.

CEO of The Warren Company and has consulted widely for scores of major companies in the high tech, communications, pharmaceutical, natural resources, financial services, healthcare and consumer products industries, among others. He's also assisted numerous smaller business, private-public partnerships, and government agencies.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals. He teaches at the Universities of Alberta, British Columbia, and San Diego; he's the author of nearly a dozen books and numerous articles. His current book, *Trusted to Lead* will hit the bookstores early next year.

Highly Acclaimed

Because the program design carefully links Best Practices with Practical, Real World Application, these are typical statements from the workshops:

- Superb! Excellent Content*
- Great info on a fresh new topic*
- Made me think, A great learning experience*
- Great Work! Well Organized*
- Completely Shifted my thinking*
- One of the best seminars ever attended*

Who should attend?

The program is designed for upper and middle management who are seeking to increase alignment, teamwork & collaborative innovation.

This session will prove to be highly useful for any group that needs better coordination, joint problem solving, communications across boundaries, and wants higher levels of human energy. Leaders that know that something is missing in their unit typically discover something powerful, energizing, and eye-opening.

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What others have said about our workshops:

(comments from previous sessions)

“First rate all the way!”

– Robert Gallant, CEO, Hercules America



“Really opened my eyes to a brighter world. I came away really understanding how I can impact a greater sphere beyond those I have been collaborating with both internally and externally. Frankly, I was truly inspired... It was dead on.”

– Dr. Malcolm De Leo, Director of Alliances & Technology Development, Clorox

“Robert Porter Lynch’s work represents an important breakthrough in the science and art of alliance strategy and management. It sets a new standard to challenge the alliance professional to think in new paradigms of opportunity and operations.”

– J. Michael Hopkins, Director, Business Development, AT&T

“Kept the program alive.....extremely interesting. Now we are ready for action.”

– Joseph Scherer, President, Sherex Industries, Ltd.

“Directly relevant. Probably the best course I've taken based on quality of instructor's materials, delivery, relevance to AT&T...bright and energetic class.”

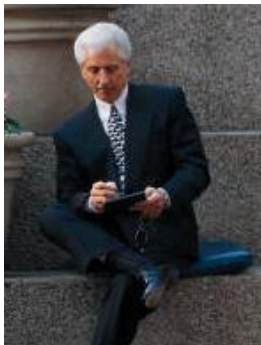
– Mary Koppenheffer, AT&T

“Excellent content, well structured.”

–Dave Eckholm, Director Business Development, Land O'Lakes

“Robert Porter Lynch was so energized and enthusiastic about how we could benefit from knowing more about strategic alliances, I naturally wanted to know more and supported all efforts that would result in helping all of us to become better at what we do...It is quite an accomplishment to be an expert in a field but it is rare to find someone, like Mr. Lynch, who is also an excellent instructor and communicator.”

– Betty Dawson, Corporate Education and Training, AT&T



“The most compelling and insightful framework about alliances yet. Robert’s insights about how collaboration between companies is unexcelled. Senior executives will benefit enormously from his monumental work.”

– Paul R. Lawrence, Professor Emeritus, Harvard Business School



We are NOT Consultants; we are Resultants -- "Architects & Capability Builders" who deliver a tested and effective strategic system and process methodology that harnesses the innovative power of differentials across internal and external boundaries.

- We Design/Co-Create Collaborative, Alliance & Trust based Innovation Systems
- We Give Clients Long-Term, Sustainable Capabilities that Produce Results



While we do analysis and give advice, neither are our primary purpose -- our job is to co-create, with our clients, the most sustainable, regenerative system of useful competitive advantage through our Collaborative Innovation Architecture™