

VALUE DRIVER FLOW CHART

Working Up and Down the Value Driver Chain

STEP	VALUE DRIVER	TOOLS	PURPOSE	QUESTION	ACTION
		(Examples)			
1	Primary Value Drivers	Ratio Analysis, EVA, SVA, DuPont Analysis, Altman Z, Other Favorite Tools	Identify Value Enhancing Opportunities	What Can I Do To Add Value?	Plan & Implement Strategy
2	Secondary Value Drivers	72 Value Drivers, SWOT, 9 Box Matrix, VDEM, EVA, SVA, DuPont Analysis, Altman Z, Ratio Analysis, Other Favorite Tools	Identify Value Enhancing Opportunities	What Can I Do To Add Value?	Plan & Implement Strategy
3	Other Value Drivers	Brainstorm; Survey Customers, Management, and Employees; Grounded Theory; Delphi Study; Industry Analysis	Find Other Value Drivers	What Are The Other Value Drivers That Are Important Drivers In The Organization Under Study?	Go To Steps 1 & 2 To Place Other Value Drivers