
A Value Network Engagement Roadmap

Overview

This is a general roadmap for conducting a Value Network Analysis (VNA) engagement or project. It is intended to be a guideline, and not all steps are necessary in every case. Even though it may feel like a lot to do you will find several steps can be accomplished in a single meeting. Most of these activities have a corresponding topic in the Help Library.

Getting started

- Identify specific business cases and situations that present the greatest opportunities or most urgent needs. Determine what successful outcomes would look like. See [When to Use Value Network Analysis](#).
- Brief executives and leaders on the implications, challenges, and opportunities of a value network analysis. Selected case studies and presentations in [Resources](#) may be useful.
- Conduct a Project Context Assessment by interviewing project sponsors, leaders, and team members to understand the full context for the project.
- Identify people who may be impacted by the project by conducting a Project Stakeholder Analysis.
- Complete the Purpose Statement Development to be clear on the focus and desired outcomes.
- Identify goals, deliverables, and a timeline for the project. Project proposal development or other planning processes will be useful for this.
- Develop a plan for Documenting a VNA Project and communication.

Mapping the Value Network

- Use the Mapping Preparation Checklist to be sure you have identified everyone who needs to be involved and that they are “in the room” and are ready to begin.
- Before you begin you may want to review [Value Network Mapping Basics](#).
- First work with the group in Defining Scope and Boundaries of the value network. A useful framework for thinking about the complexity of the network is the Allee-Waddell Network Typology.
- Identify and map Roles and Participants.
- Fill in all Transactions and Deliverables.
- Complete Sequencing and other validation processes.

Conduct core analyses

Exchange Analysis

- Once the map has been completed, lead people through an initial Exchange Analysis. The Exchange Analysis is something you will want to revisit from time to time as you complete other parts of the VNA.
- If you have access to the ValueNetworks.com™ application use the Summary Reports and the Full Reports for indicators that will help you see patterns in the network. You may want to review the [VNA/SNA/ONA Help Topic](#).

Impact Analysis

- Before you begin you may want to review the basics of Cost/Benefit Analysis, Value Conversion, and Intangible Value Domains.
- If possible try to have every Role or Participant complete an Impact Analysis. This provides good data for understanding the whole network, although you may choose to complete the impact analysis for only a single network Role or Participant.
- An important part of the impact analysis is identifying Perceived Value. At the Role and Participant level it helps people master Brand Management.

Value Creation Analysis

- Before you begin you may want to review the basics of ROI and Value Conversion.
- The Value Creation Analysis builds on the work that was done in the impact and exchange analyses and can be completed for one or all participants.
- If you desire, this analysis can be extended out to understand value creation in terms of Impact on Industry, Society, and Environment.

Perform other analyses as needed

- Performance Indicators can be developed without doing the complete method, however, the time to do this would be after the other core analysis techniques have been completed.
- An especially valuable assessment is to conduct an overall Perceived Value analysis. When completed by every Role in the network, it provides a good foundation for assessing the value of the network as a whole and the value of every relationship.
- You may want to assess Value Network Maturity if you are actively trying to develop the network itself.

Optimize Value Network performance

- If you are trying to increase agility and resilience in the network you may want to try approaches suggested in Network Optimization.
- Use the Full Reports from the ValueNetworks.com application to develop optimization strategies addressing **Resilience, Reciprocity, Agility and Stability, and Structure and Risk.**
- Use the Full Reports from the Valuenetworks.com application to better integrate **Technology, Speed, Role Execution.**

Presentation of findings, action review, and completion

- When the analysis is complete you will want to prepare a presentation of findings for the project sponsor(s) and leaders.
- You will then review the findings with them and the project team – to identify the value network strategies that will help achieve their desired outcomes.
- As with any project it is always helpful to conduct an action review and learning debrief.
- Complete Documenting a VNA Project.