



edisonpartners

CEO Seven Webinar Series

OPERATIONALIZING YOUR VALUE PROPOSITION

Guest Speakers



Alex Symos

VP, Sales & Marketing Center of Excellence



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CEO & Cofounder



FOUR PILLARS OF VALUE PROP EFFECTIVENESS

Sophistication

- Multi-dimensional
- Non-replicable
- Extends beyond features and benefits of the product

Effectiveness

- Rooted in quantitative ROI
- Customers articulate value for money
- Tangibly satisfies customer need

Longevity

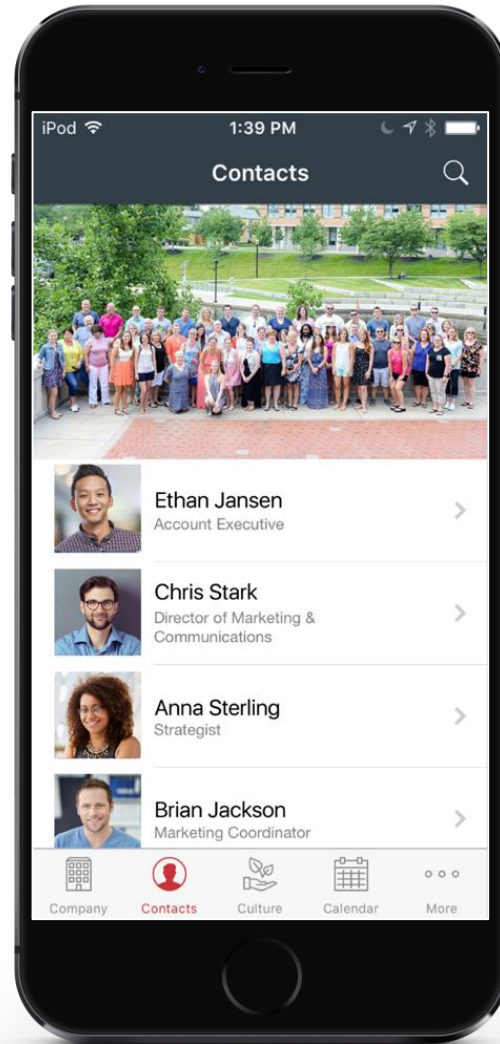
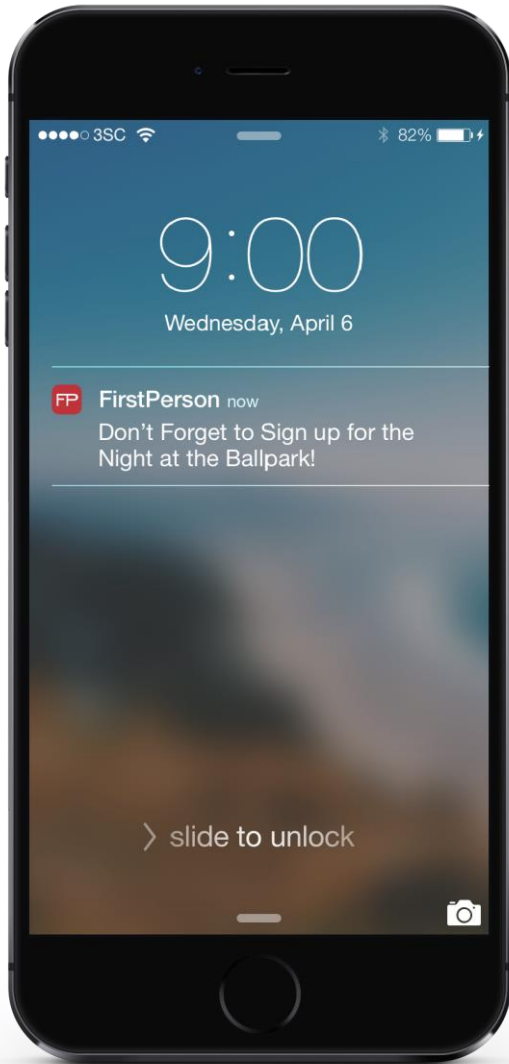
- Key elements stand up to industry shifts and competition
- Iterates aspirationally based on market intelligence and trends.

Operationalized

- Standard value unit(s) serves as the basis of (or enablement for) value delivery
- Underpins the mission and directives of the organization.



ONBOARD AND CONNECT

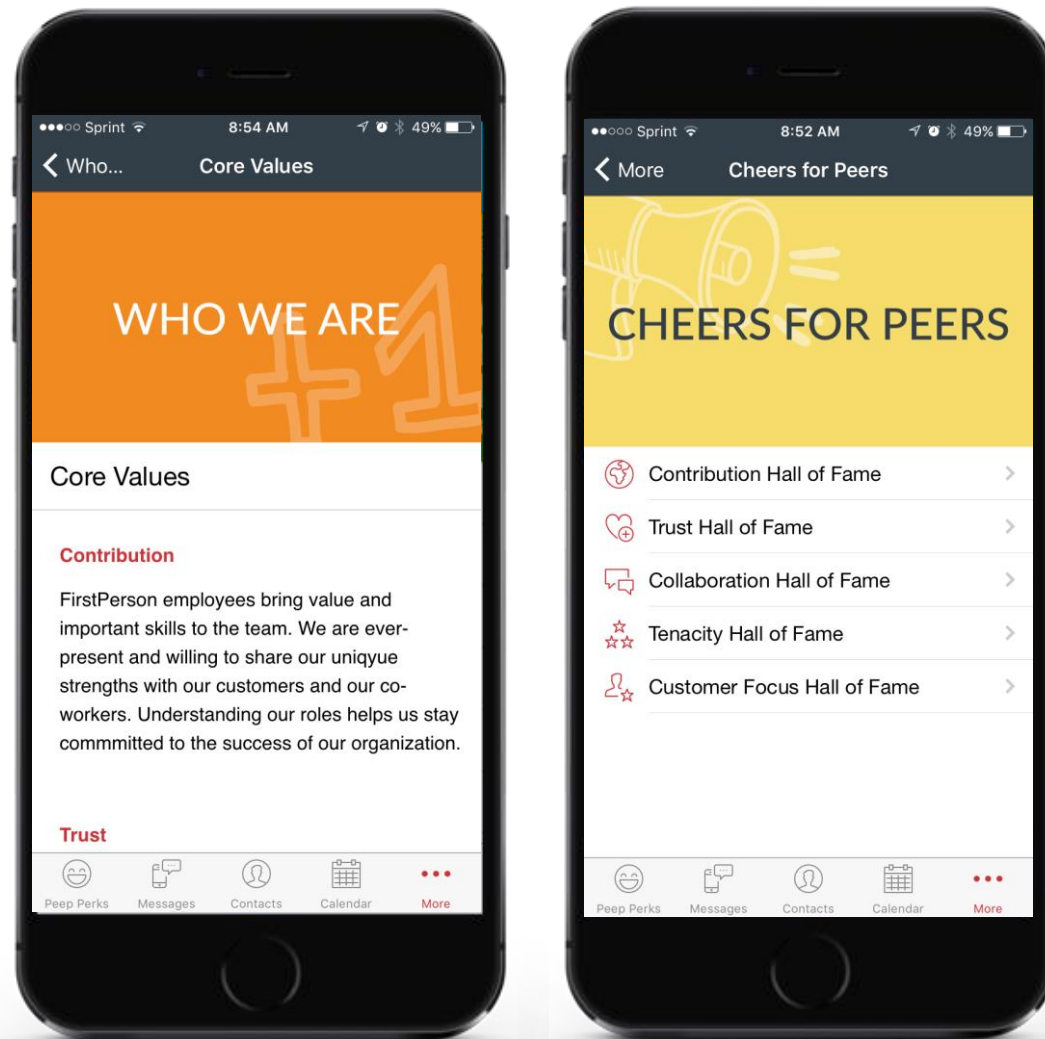


Onboarding Tips & Best Practices

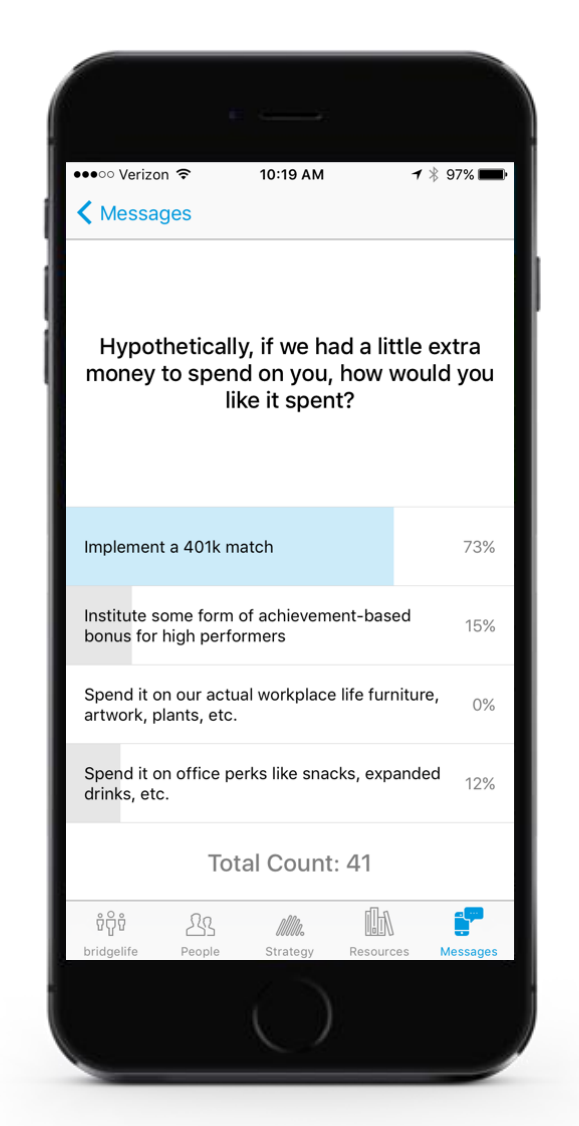
- Clear communication before first day
- Welcome kit on desk
- Help them connect with peers
- Snacks on desk for others
- Accessible, photo-based staff directory
- Pair up with “buddy”, “ambassador”, etc



COMMUNICATION AND REINFORCEMENT OF VALUES & CULTURE

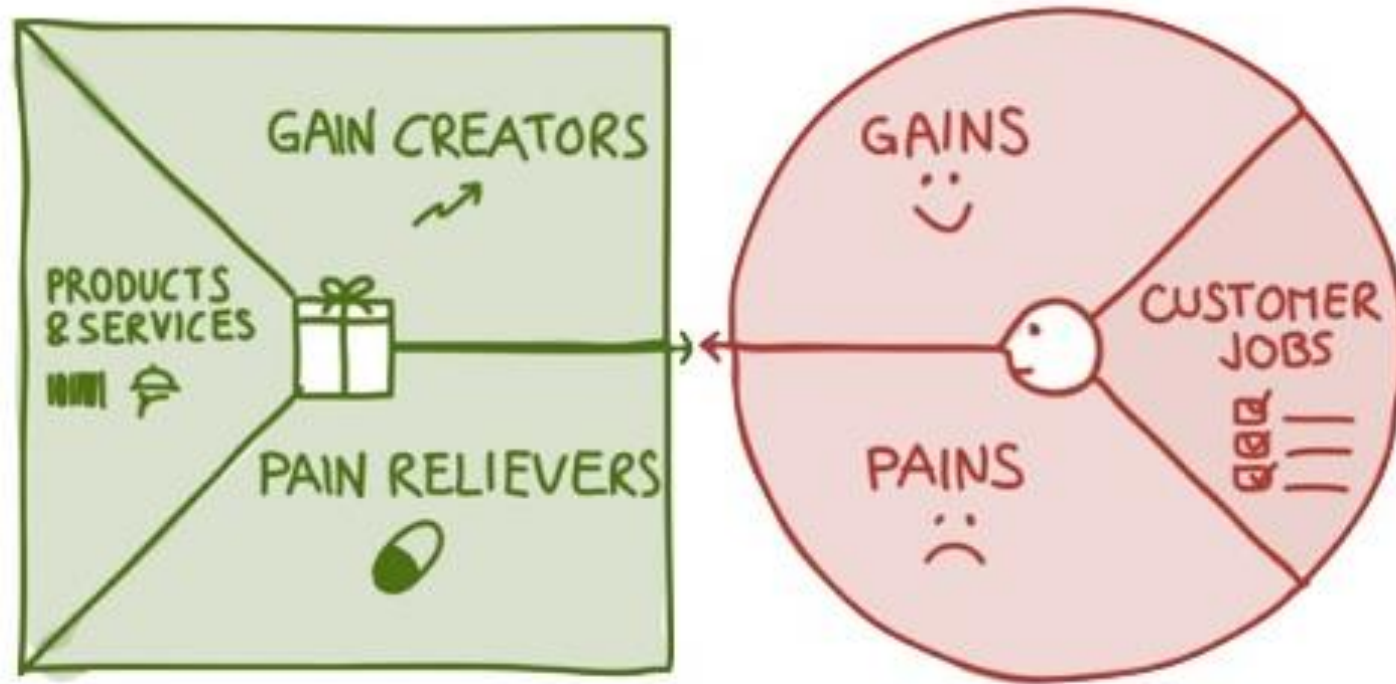


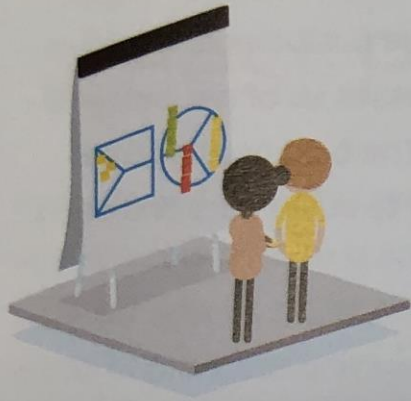
EMPLOYEE FEEDBACK & DISCOVERY





Value proposition design





1

List products and services.

List all the products and services of your existing value proposition.



2

Outline pain relievers.

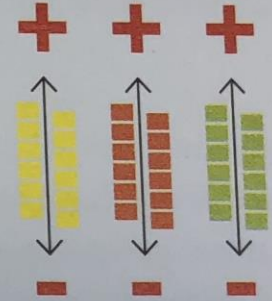
Outline how your products and services currently help customers alleviate pains by eliminating undesired outcomes, obstacles, or risks. Use one sticky note per pain reliever.



3

Outline gain creators.

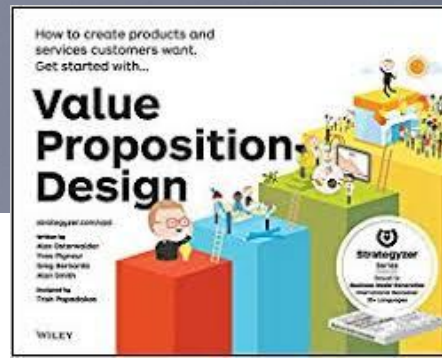
Explain how your products and services currently create expected or desired outcomes and benefits for customers. Use one sticky note per gain creator.



4

Rank by order of importance.

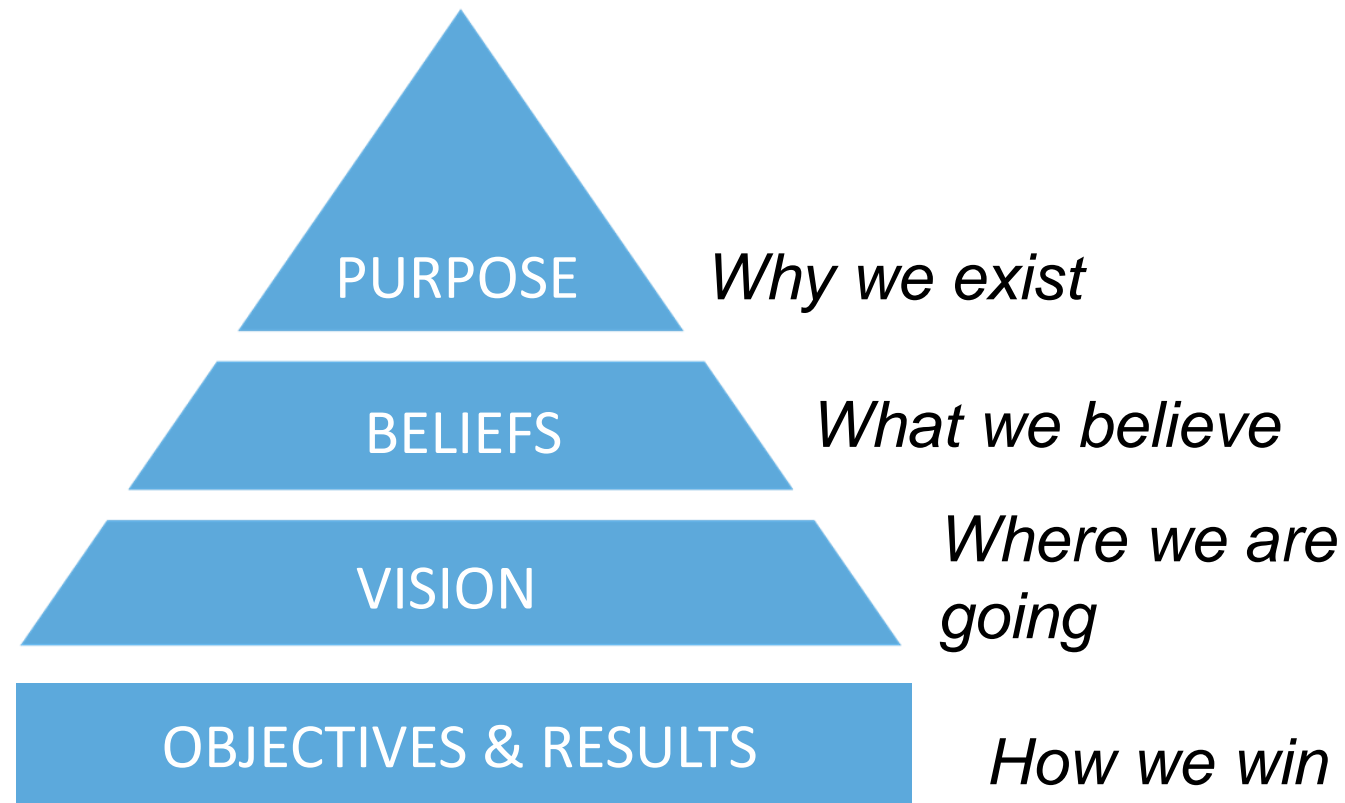
Rank products and services, pain relievers, and gain creators according to how essential they are to customers.



Core Ideal Outcome: maximize performance
of people function

Core Blockers to Ideal Outcome:
Measurement/Data ,Strategic Prioritization
& Actionability/Communication

[EMPLIFY FOUNDATIONS]



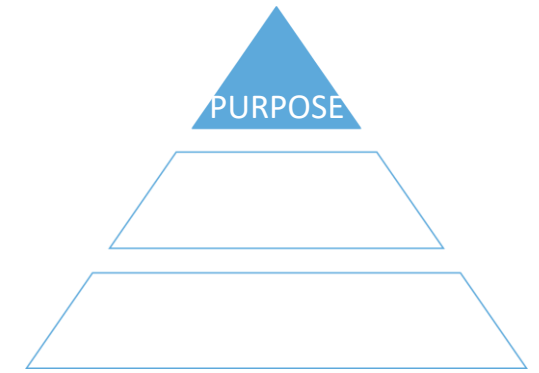


PURPOSE.

BELIEFS.

VISION.





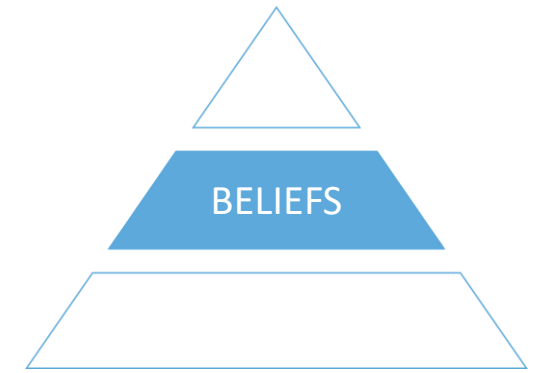
WHY DOES EMPLIFY EXIST?





PURPOSE

HELP ALL PEOPLE ACHIEVE
THEIR
TRUE POTENTIAL AT WORK.



WHAT DO WE BELIEVE?





BELIEFS

We believe that our methodology matters,
Action Intelligence lights the way,
and humans solve human problems.

COMBINED, THESE DRIVE PERFORMANCE.



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OUR METHODOLOGY matters



BELIEFS

ACTION INTELLIGENCE lights the
way



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BELIEFS

HUMANS solve human problems



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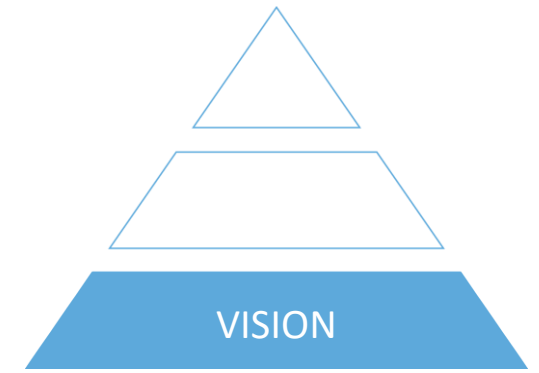
BELIEFS

We believe that our methodology matters,
Action Intelligence lights the way,
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COMBINED, THESE DRIVE PERFORMANCE.



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WHERE ARE WE GOING?

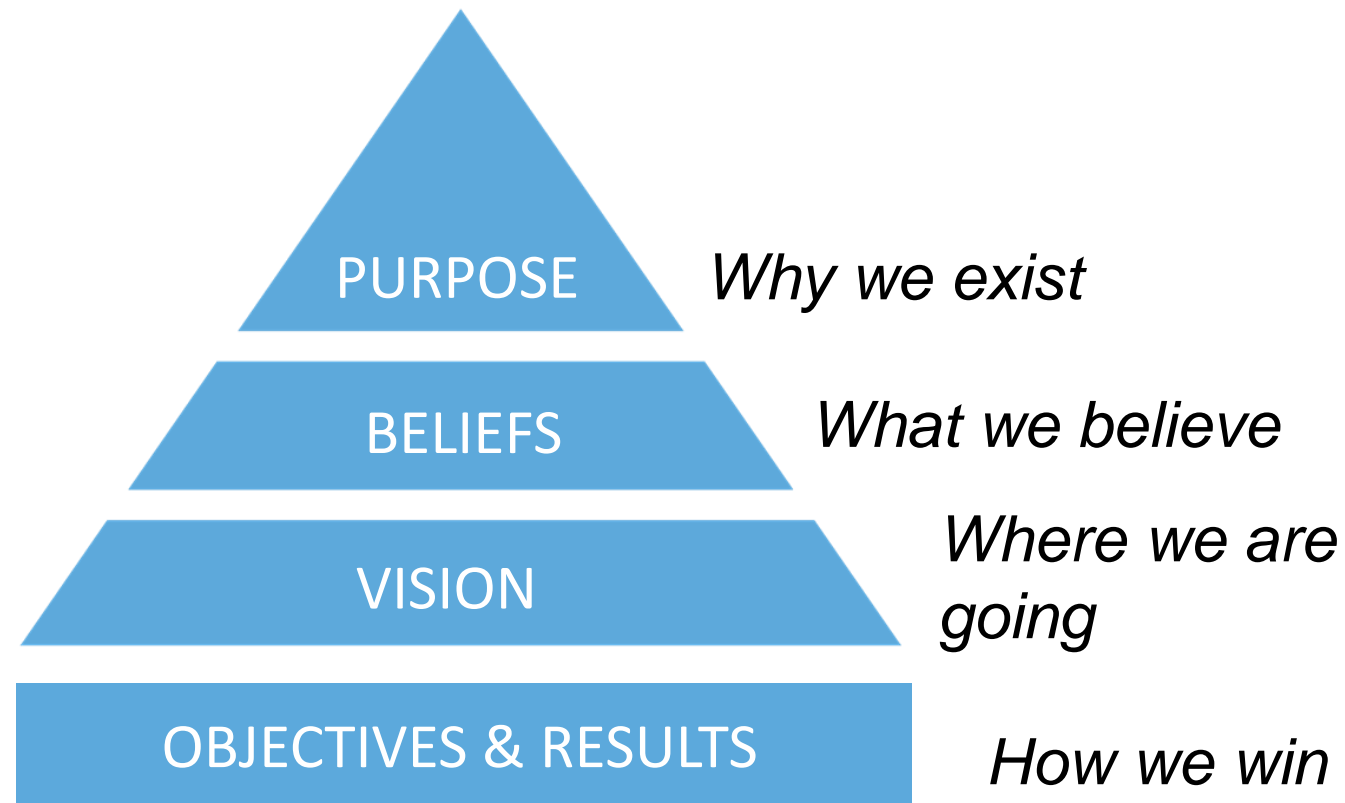




We will be the market leader of
**EMPLOYEE ENGAGEMENT
MEASUREMENT**
and (re)define the broader employee
engagement space.



[EMPLIFY FOUNDATIONS]



In order to build an incredible company, we must dominate a large market with a solution that has a defensible competitive advantage and will grow with great unit economics.



Trustworthy.

Actionable.

Simple.





BRAND
AWARE



OPERATIONALIZING VALUE PROPS

- Roadmap Prioritization Criteria
- Internal comms: creation involvement, onboarding, TV, CEO lunches, involvement, etc
- Strategic Imperatives: cascading OKRs
- Embedded into content and sales process

Development Initiatives
Criteria
New Bookings
Retention
Humans fix Human Problems
Methodology Matters
Action Intelligence lights the Way
Weighted Scores

TURN MANAGERS INTO MARVELS



Emplify outfits Atlanta Tech, IT, and Software leaders like you with the employee engagement measurement tools that help tap into the power of your people — enabling action and supercharging your exec, manager, employee, and organization performance.

ATLANTA LEADERS EVERYWHERE, UNITE.



**PAIGE
PENNINGTON**
THE CHANGELING

PAIGE'S R&D SKUNKWORKS TEAM
EMPLIFY EMPLOYEE ENGAGEMENT
PERFORMANCE METRIC

71.55

NOW, MANIACALLY MEASURE HEROICS.



Emplify outfits Charlotte Tech, IT, and Software leaders like you with the employee engagement measurement tools that help tap into the power of your people — enabling action and supercharging your exec, manager, employee, and organization performance.

ATLANTA LEADERS EVERYWHERE, UNITE.



Emplify®

Truth you can act on.



**CARL
CARLSBAD**
FIOPS

CARL'S FINANCE TEAM
EMPLIFY EMPLOYEE ENGAGEMENT
PERFORMANCE METRIC

71.20



CEO PERSONA



Holy Capers, BusinessMan.

Business men and women know that trusting your gut alone isn't enough when faced with the heroic abilities required to lead a high performing team. You need science, tools and reliable data and intel. You need truth you can act on. Emplify, the leader in performance-oriented employee engagement metrics.

FINANCE OPS PERSONA



FiOps. Maniacally Focused.

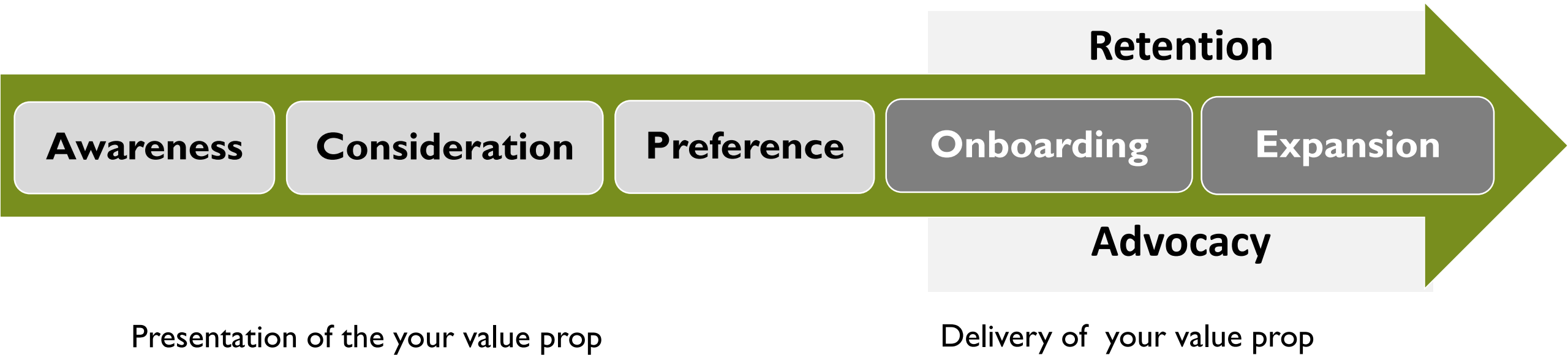
As Financial and Operations professionals people rely on us to be maniacally focused on profitability and efficiency. And we rely on those same people to perform well together to make it all happen. We need trustworthy intel we can act on, and trusted advisors to help us understand that intel and craft a plan. Emplify, your trusted advisor and the leader in performance-oriented employee engagement metrics.

TURN MANAGERS INTO MARVELS



 **Emplify**
Truth you can act on.

YOUR VALUE PROP AND REVENUE CYCLE



Your value proposition fuels each stage of the buyer and customer journey.

Value Proposition Scorecard

Attribute	Criteria	Leading Indicators: Below are leading indicators, strong signals and example drivers of high scoring for each attribute.	Your Score
Sophistication	Multi-dimensional, defensible and non-replicable to competition, extending beyond features and benefits of the product.	<ul style="list-style-type: none"> - Matrixed competitive comparison shows quantifiable differential advantage across several proof points - Track record of budget prioritization or spend versus other in class/competitive purchases 	
Effectiveness	Rooted in quantitative ROI, with customers consistently articulating value for money. Tangibly satisfies customer needs that solves pain or opportunity point.	<ul style="list-style-type: none"> - >200% ROI - Lift in revenue or cost savings/efficiency by 20%+ - Pricing consistency, <20% are discounted, with little deviation across deals and by segment - Highest CSAT versus competition - Bank of case studies and testimonials that reference key ROI components and differentiated intangibles 	
Longevity	Key elements of value proposition stand the test of time of industry shifts, evolution of customer needs and increased competition. Iterates aspirationally based on market intelligence and trends.	<ul style="list-style-type: none"> - Net dollar retention of >100% - CLTV 3X+ - Sustained third-party industry recognition of authority and SOV leadership position 	
Operationalized	Standard value unit(s) serves as the basis of (or enablement for) value delivery to customers and underpins the mission and directives of the organization.	<ul style="list-style-type: none"> - Strategic imperatives are rooted in delivery of the value prop and built into company wide functional goals and objectives - Understanding and articulation of value prop occurs in all levels of the organization - Product roadmap anchored in value prop - NPS score exceeding 70% 	

OPERATIONALIZING YOUR VALUE PROP



FINAL THOUGHTS

- Value props are dynamic and evolve over time
- Delivery and follow through of the value prop is as important as its use in gaining new business
- Operationalizing your value prop is key to successful delivery
- Company-wide understanding and ownership of your value prop can have unexpected and long-lasting benefits

