

MICHAEL J. HANNING

# DELIVERING

## PROFITABLE

# VALUE

THE STRATEGIC APPROACH TO DELIVERING VALUE TO CUSTOMERS AND SHAREHOLDERS

# Delivering Profitable Value

**Harry Macdivitt, Mike Wilkinson**



## **Delivering Profitable Value:**

*Delivering Profitable Value* Michael J. Lanning, 1998 Most business enterprises entering the twenty first century are searching for breakthroughs in achieving and sustaining profitable growth But in this quest many companies find themselves focusing on only half of the equation relentlessly improving their own products and processes or attempting to please customers at any cost without a strategy for linking the organization s capabilities and goals with the real needs of its customers In *Delivering Profitable Value* Michael Lanning draws from over twenty five years experience and groundbreaking thinking to offer a fundamentally new approach to strategy and performance showing how any business can transform itself into a value delivery system that consistently and profitably delivers superior experiences to customers After clearly describing the philosophy of and framework for delivering profitable value the book presents a comprehensive and practical methodology for its application illustrated through the successes and failures of such companies as Hewlett Packard Glaxo Wellcome Southwest Airlines Chevron Sony Microsoft Kodak Weyerhaeuser and Proctor Gamble Adopting the DPV approach will result in subtle but profound changes in the way managers define their businesses establish success criteria explore new markets study and interact with customers analyze competition deploy resources and develop processes and functions Managers who employ the principles and tools outlined in *Delivering Profitable Value* will help their organizations Stop making and selling products and services and start delivering deeply understood and carefully chosen customer experiences Abandon the internally driven and customer compelled mindsets and adopt the paradigm of superior value delivery Avoid the temptation to focus on the most immediate and easily attracted customers and commit to delivering superior value to the most profitable customers Give up on confusing unactionable market segmentation and learn to identify the best strategic options in the relevant markets Cease listening to customers and master the process of becoming the customer At its core *Delivering Profitable Value* is about the creative relationship between an organization and its customers Michael Lanning s landmark book provides a tested method for establishing and nurturing those relationships and capturing the profitable growth that results

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**Driving DevOps with Value Stream Management** Cecil 'Gary' Rupp, Helen Beal, 2021-08-31 A practical guide to implementing Value Stream Management to guide your strategic investments in DevOps capabilities and deliver customer centric value quickly and economically Key Features Address DevOps implementation issues including culture toolchain costs improving work and information flows and product team alignment Implement proven VSM methodology to improve IT value stream flows Leverage VSM platforms to view analyze and improve end to end value delivery Book Description Value Stream Management VSM opens the door to maximizing your DevOps pipeline investments by improving flows and eliminating waste VSM and DevOps together deliver value stream improvements across enterprises for a competitive advantage in the digital world Driving DevOps with Value Stream Management provides a comprehensive review and analysis of industry proven VSM methods and tools to integrate streamline and orchestrate activities within a DevOps oriented value stream You'll start with an introduction to the concepts of delivering value and understand how VSM methods and tools support improved value delivery from a Lean production perspective The book covers the complexities of implementing modern CI CD and DevOps pipelines and then guides you through an eight step VSM methodology with the help of a use case showing an Agile team's efforts to install a CI CD pipeline Free from marketing hype or vendor bias this book presents the current VSM tool vendors

and customer use cases that showcase their products strengths As you advance through the book you ll learn four approaches to implementing a DevOps pipeline and get guidance on choosing the best fit By the end of this VSM book you ll be ready to develop and execute a plan to streamline your software delivery pipelines and improve your organization s value stream delivery What you will learn Integrate Agile systems thinking and lean development to deliver customer centric value Find out how to choose the most appropriate value stream for your initial and follow on VSM projects Establish better flows with integrated automated and orchestrated DevOps and CI CD pipelines Apply a proven eight step VSM methodology to drive lean IT value stream improvements Discover the key strengths of modern VSM tools and their customer use case scenarios Understand how VSM drives DevOps pipeline improvements and value delivery transformations across enterprises Who this book is for This book will help corporate executives managers IT team members and other stakeholders involved in digital business transformations to improve the flow of customer value through their IT based value streams It will provide you with the practical guidance you need while adopting Lean Agile Value Stream Management and DevOps capabilities on an enterprise scale to enable business agility A basic understanding of how CI CD and DevOps pipelines improve software delivery capabilities via integrated and automated toolchains will help you to make the most of the book

**Creating and Delivering Your Value Proposition** Cindy Barnes, Helen Blake, David Pinder, 2009-10-03 In recent years developing a value proposition has become a prime consideration for businesses A value proposition is an analysis and quantified review of the business benefits costs and value that a company can deliver to prospective customers and customer segments Creating and Delivering your Value Proposition provides guidance for business leaders demonstrating why having a strong value proposition is so important for a company This practical new title shows readers how to build deliver and harness value propositions to create profitable growth for a business by utilizing the experience of clients and customers Featuring global case studies and examples Creating and Delivering your Value Proposition is an essential guide to understanding and developing a value focused strategy for all senior practitioners [The Four Steps to the Epiphany](#) Steve Blank, 2020-03-17 The bestselling classic that launched 10 000 startups and new corporate ventures The Four Steps to the Epiphany is one of the most influential and practical business books of all time The Four Steps to the Epiphany launched the Lean Startup approach to new ventures It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones Startups search for business models while existing companies execute them The book offers the practical and proven four step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture Rather than blindly execute a plan The Four Steps helps uncover flaws in product and business plans and correct them before they become costly Rapid iteration customer feedback testing your assumptions are all explained in this book Packed with concrete examples of what to do how to do it and when to do it the book will leave you with new skills to organize sales marketing and your

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**Institutions, Resilience, and Dynamic Capabilities of Entrepreneurial Ecosystems in Emerging Economies** Inder, Shivani, Singh, Amandeep, Sharma, Sandhir, 2022-05-27 Entrepreneurial ecosystems enhance economic activities and growth in emerging economies Such ecosystems sustain entrepreneurial ventures that provide a great push to the economic engine of an economy towards growth trajectory The COVID 19 pandemic placed huge pressure on the survival capacity of entrepreneurial ventures and tested their resilience Considering the special case of emerging economies institutions play a substantial role in explaining the preferences of the business Understanding the role of institutions and resilience capability of entrepreneurial ventures in emerging economies can provide suitable insights and contributions towards entrepreneurial ventures Institutions Resilience and Dynamic Capabilities of Entrepreneurial Ecosystems in Emerging Economies presents innovative research that helps entrepreneurs to understand emerging economies in a better way and to gain meaningful insights It describes entrepreneurship as a way to achieve the Sustainable Development Goals and overcome institutional barriers and voids Covering topics such as government initiatives sustainable entrepreneurship and economic growth this premier reference source is an essential resource for entrepreneurs business leaders managers economists government officials policymakers libraries students and faculty of higher education researchers and academicians

**Strategic Market Management** Atindra Kumar Biswas, 2018-01-17 How to Manage Market For Sustainable Profit and Growth This concise book is an attempt to answer this question by urging the business professionals to see and carry out the entire business from the perspective of customers The book provides step by step directions to business professionals how to find out the unmet or under met jobs of customers how to choose the market of interest and specific groups of customers for doing business with how to create and deliver winning customer value proposition for these customers through innovation and suitable business models how to navigate the business through product development branding sales and distribution under different kinds of market complexities including commoditization and globalization of markets and provide seamless experience to the customers The book ends with recommending ways to manage customer loyalty and profitability and steering the firm to the path of sustained profitable growth

[Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value](#) Harry Macdivitt, Mike Wilkinson, 2011-09-19 A Groundbreaking Pricing Model for the New Business Landscape Why would any customer choose Brand X over Brand Y regardless of price In a word Value When customers feel they are getting good value from your product or service they are more than happy to pay more which is good news for you and your business Even in today s

global market with its aggressive competitors low cost commodities savvy consumers and intangible digital offerings you can outsell and outperform the rest using Value Based Pricing Done correctly this method of pricing and selling helps you Understand your customers wants and needs Focus on what makes your company different Quantify your differences and build a value based strategy Communicate your value directly to your customers Now more than ever it is essential for you to reexamine the reality of the value you offer customers and this step by step program shows you how Developed by global consultants Harry Macdivitt and Mike Wilkinson Value Based Pricing identifies three basic elements of the Value Triad revenue gain cost reduction and emotional contribution By delivering these core values to your customers through marketing selling negotiation and pricing you can expect an increase in profits productivity and consumer goodwill These are the same value based strategies used by major companies such as Philips Alstom Siemens and Virgin Mobile And when it comes to today s more intangible markets such as consulting services or digital properties like e books and music files these value based strategies are more important than ever So forget about your old pricing methods based on costs and competition Once you know your own value and how to communicate it to others everybody profits

Organizational Behavior and Change Joseph W. Weiss,2001 Organizational Behavior and Change 2e provides the reader with a contemporary real time and conceptual approach to understanding organizational change through a concise presentation of current organizational behavior and models The theme of planned change is integrated with classical organizational behavior topics throughout the text A major premise of the book is that organizations and individuals must understand and use consultative perspectives on change in order to meet their goals

Management and Labour Studies ,1999

Creating and Delivering Your Value Proposition Cindy Barnes,2009 In recent years developing a value proposition has become a prime consideration for businesses A value proposition is an analysis and quantified review of the business benefits costs and value that a company can deliver to prospective customers and customer segments Creating and Delivering your Value Proposition provides guidance for business leaders demonstrating why having a strong value proposition is so important for a company This practical new title shows readers how to build deliver and harness value propositions to create profitable growth for a business by utilizing the experience of clients and customers Featuring global case studies and examples Creating and Delivering your Value Proposition is an essential guide to understanding and developing a value focused strategy for all senior practitioners

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## **Table of Contents Delivering Profitable Value**

1. Understanding the eBook Delivering Profitable Value
  - The Rise of Digital Reading Delivering Profitable Value
  - Advantages of eBooks Over Traditional Books
2. Identifying Delivering Profitable Value
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Delivering Profitable Value
  - User-Friendly Interface
4. Exploring eBook Recommendations from Delivering Profitable Value

- Personalized Recommendations
- Delivering Profitable Value User Reviews and Ratings
- Delivering Profitable Value and Bestseller Lists
- 5. Accessing Delivering Profitable Value Free and Paid eBooks
  - Delivering Profitable Value Public Domain eBooks
  - Delivering Profitable Value eBook Subscription Services
  - Delivering Profitable Value Budget-Friendly Options
- 6. Navigating Delivering Profitable Value eBook Formats
  - ePub, PDF, MOBI, and More
  - Delivering Profitable Value Compatibility with Devices
  - Delivering Profitable Value Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Delivering Profitable Value
  - Highlighting and Note-Taking Delivering Profitable Value
  - Interactive Elements Delivering Profitable Value
- 8. Staying Engaged with Delivering Profitable Value
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Delivering Profitable Value
- 9. Balancing eBooks and Physical Books Delivering Profitable Value
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Delivering Profitable Value
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Delivering Profitable Value
  - Setting Reading Goals Delivering Profitable Value
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Delivering Profitable Value

- Fact-Checking eBook Content of Delivering Profitable Value
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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