

EXERCISE

What's your value model?

Sort your company's resources and activities into these four categories. Identify where your value model is currently focused. All companies include things, people, ideas and connections in their value ecosystems. But most derive their core value from just one of these categories.



Things

What are our assets and how do we best **manage** and **monetize** them?



People

How do we engage the best **talent** and **deliver** the best experiences?



Ideas

How do we **create** and **protect** intellectual property (including technologies)?



Connections

How do we **enable** and **empower** value exchange between parties?