

ValueArc™



Basecamp

INDEPENDENT PROGRAM OVERVIEW



DAYNERHALL
MARKETING / ADVERTISING / CONSULTING



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INTRODUCTION



Welcome to Basecamp – and congratulations on beginning your ValueArc™ journey!

Having facilitated dozens of ValueArc programs in the past, we understand the challenges that exist with getting started. Now that you've purchased this system, your next step is to build the internal awareness and consensus you need to help achieve a successful outcome.

This PowerPoint presentation is designed to help you share the ValueArc Basecamp Independent Program with your company's leadership team, executives, key employees and other personnel who may be participating in your Discovery, Value Pillar and Messaging Pyramid exercises.

Feel free to customize and repurpose this deck to present the material to your colleagues. The goal is simple: gain the necessary support to begin the climb toward your strategic goals, and nurture an understanding of how ValueArc can help you get there. **Good luck!**

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HOW TO USE THIS DECK



Think of this presentation as a “template” for building your rationale.

As part of the ValueArc Basecamp Independent Program, you can utilize the template, imagery, diagrams and illustrations within this deck to help outline the narrative for your presentation. Each slide contains detailed instructions on how to create your custom presentation and engage your audience – from an individual colleague to an executive team. But you’re not limited to what’s here; feel free to use the actual copy and content to develop the foundation for your script, and augment it where necessary.

Throughout the deck, you’ll also see tips and recommendations (**such as “REMOVE THIS SLIDE” in the lower right corner**) to help streamline your efforts and complete your deck quickly and easily.

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**START YOUR PRESENTATION
ON THE NEXT SLIDE**

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WELCOME TO BASECAMP.

Ask your team: “***Why are we here?***”

Frame the answer as part of a search to elevate your company’s value –
and ValueArc is the program that’s going to help you do that.

WHAT ARE YOUR STRATEGIC GOALS?

In essence, this is your purpose for investing in the ValueArc Basecamp program. What is your business struggling with? What keeps you up at night? What are the strategic imperatives driving your search for answers?

Explain in simple, clear language what your company's top goals or challenges are. They can be new endeavors motivated by growth or expansion, or daunting "crossroads" you're facing like increased competition or sluggish sales.

WHAT ARE YOUR STRATEGIC GOALS?

For example:

“Our company wants (or needs) to...”

- *make ourselves more valuable to the market*
- *build greater loyalty with our customers*
- *acquire/merge with another company or be acquired*
- *overcome slowing sales or diminishing revenues*
- *reposition an existing product in a new way*
- *launch a new product into a noisy marketplace*
- *regain lost market share to increased competition*
- *revitalize or create new distribution or channel models*
- *pursue an initial public offering (IPO) in a few years*

WHY IS IT IMPORTANT TO KNOW THIS?

The answers should be relatively clear, but here are some typical ones:

- *If we can compete more effectively, we can increase our sales...*
- *By enhancing loyalty, we can derive greater value from our customers...*
- *If we're better positioned, we can charge more for our products and services...*
- *By changing the limiting perceptions of analysts, editors and market watchers, we can define our own worth in the marketplace and impact our stock price...*
- *With a stronger market position and higher revenues, we can become an attractive target for acquisition...*

What are yours? List them on this slide.

DO YOU HAVE CONSENSUS?

Ask your team if they agree with these goals and challenges.

Is there general consensus? Are there additional thoughts or viewpoints that should be considered? Take a moment to log any critical insight that materializes in discussing your strategic goals and challenges.

Whether there is strong disagreement or a slight lack of clarity, point out that according to the ValueArc curriculum, it is typical for most companies to experience a lack of consensus around many key issues, including this central question:

“What is our company’s greatest value to our market?”

CONSENSUS IS KEY

Say to your team:

“If each of you wrote down what you think our greatest value to the market is, chances are, we would have multiple answers...”



- Many companies struggle with a lack of consensus around their perception of market value
- This dissonance can impact the power of our messaging and positioning – not just to your customers, but to analysts, editors and market watchers
- Are we all heading in the same direction? How can we better guide our growth?

HOW DOES THE MARKET SEE YOU?

Ask your team what they believe your company's perception is from the outside. How does the market see you – and more importantly, how do they value you?

- *How does the market see us within the competitive landscape?*
- *Are we seen as leaders, followers, more expensive, etc.?*
- *Who is the market comparing us to?*
- *How do we compare ourselves to our competitors?*
How does the market view of us differ from how we see ourselves?
- *Do we have an understanding of the strategic concerns that keep our customers up at night?*
- *How relevant are we to those concerns?*
What concerns are guiding our market?
- *What does the analyst community think of us?*
Where are we ranked? Are we visionary or lagging behind?
- *How does the media perceive us?*



WHERE IS THE VALUE GAP?

Use this diagram build to illustrate where the “**Value Gap**” exists between your **Default Position**, as shaped by market perceptions...

YOUR DEFAULT POSITION

Left unchallenged, the market perception of your value is shaped by limited or inaccurate information and faulty assumptions – including what your competitors say about you.

**Weak Positioning,
Limited Value**



WHERE IS THE VALUE GAP?

...and your **Desired Position**, where your company can achieve its maximum value in the market...



YOUR DESIRED STRATEGIC POSITION

To achieve maximum value and momentum in the market, you must position your company as an answer to the big challenges faced by your customers.

**Strategic Positioning,
Maximum Value**

YOUR DEFAULT POSITION

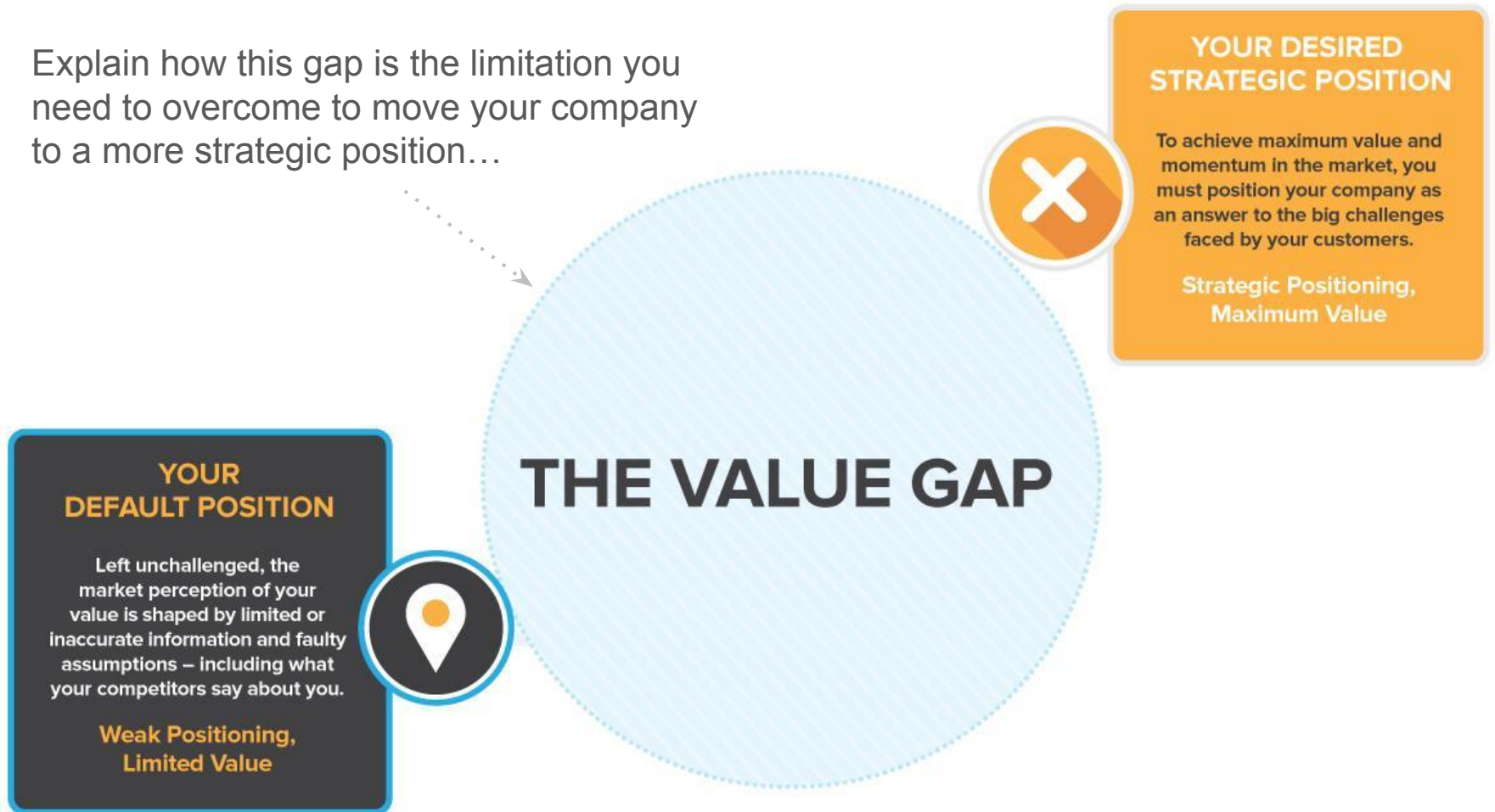
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**Weak Positioning,
Limited Value**



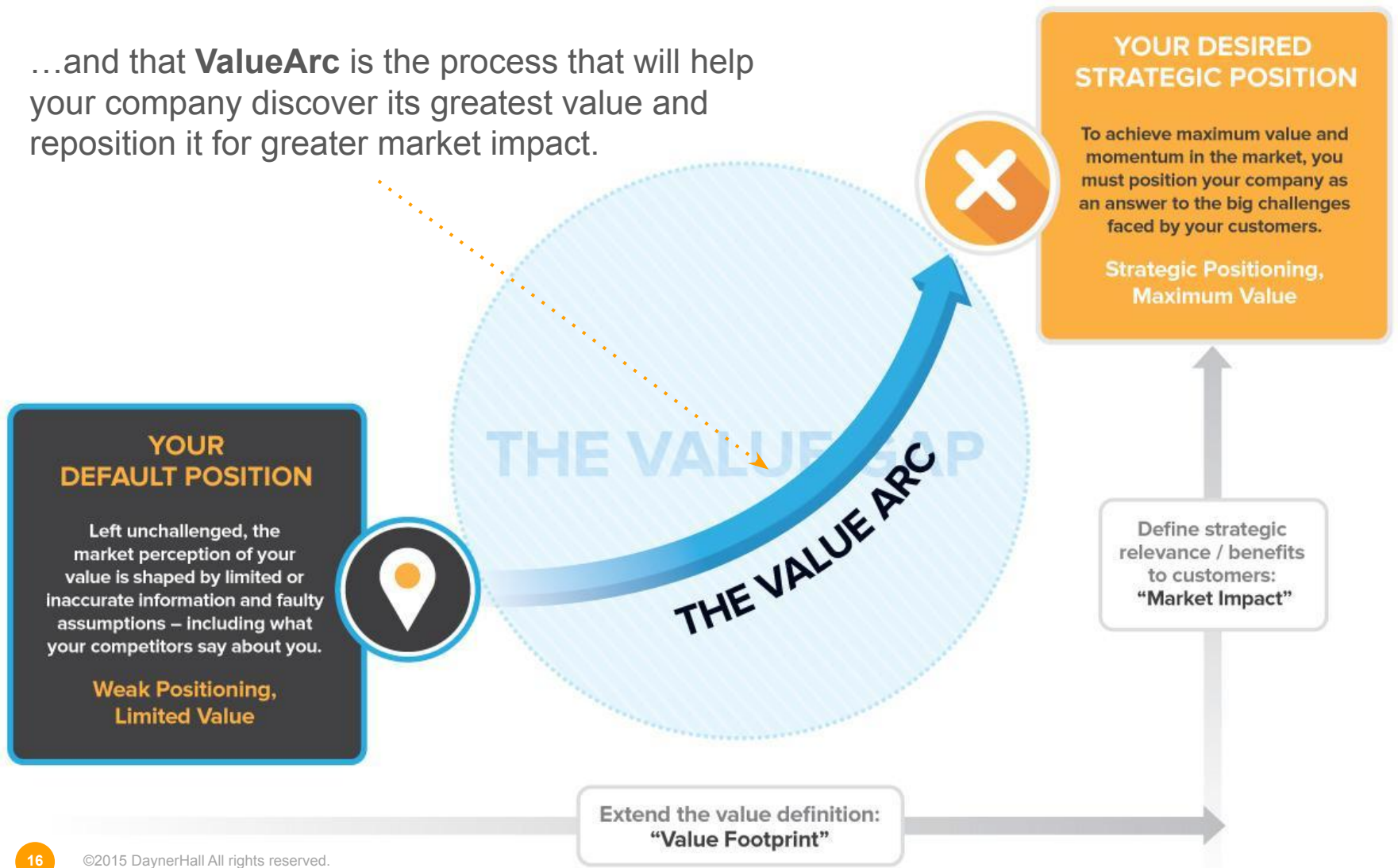
WHERE IS THE VALUE GAP?

Explain how this gap is the limitation you need to overcome to move your company to a more strategic position...



WHERE IS THE VALUE GAP?

...and that **ValueArc** is the process that will help your company discover its greatest value and reposition it for greater market impact.



WHAT'S YOUR HIDDEN VALUE?

Ask your team:

- *What's missing from our “story” to the market?*
- *What strategic assets do we have that can make a difference to our clients – assets that we aren't putting out front?*
- *What tools do we have that might be “hiding” in plain view, and simply need to be repositioned?*



WHAT'S YOUR HIDDEN VALUE?

Point out to your team that there is more value to your company than the market sees – “intangible” assets like:

- *Proprietary processes*
- *Intellectual property*
- *People, intelligence and expertise*
- *Relationships and partnerships*
- *Strategic channels*
- *Contracts (private/government)*
- *Procured status/authorization*
- *Unique systems*
- *Targeted industry or vertical focus*
- *Locations*



THIS IS WHERE VALUEARC COMES IN

Tell your team why you've invested in the ValueArc Basecamp Program:



“ValueArc is a proven, proprietary methodology that has been trusted by dozens of companies – from startups to the Fortune 1000 – to uncover their greatest value, build consensus and reposition their company and brand to reach strategic goals.”

VALUEARC WORKS

Share this example with your team – and point out that you are using the same foundational tools that helped make ISS an attractive acquisition for IBM. Note that this was with the full consulting engagement, which is available to your company if you need further support.

*“Internet security is a highly competitive market. ValueArc helped us identify our intangible assets and harness their power to reposition our value. The result: an acquisition by IBM for **\$1.6 Billion** – five times our annual sales revenue.”*

C. David Sutton

Former Director of Marketing
Internet Security Systems (ISS)
Now part of IBM



IT GIVES YOU THE RIGHT GEAR TO CLIMB

Tell your team how ValueArc will guide you through a three-step process designed to help you build a unique positioning architecture:



- ValueArc Discovery Research and Analysis
- ValueArc Value Pillar Positioning Exercise
- ValueArc Messaging Pyramid Exercise

VALUEARC DISCOVERY

Tell your team that the first step is to dig deep and conduct the right kind of research.

ValueArc Discovery will help us:

- *Gather and organize information and opinions about our company and markets*
- *Conduct effective interviews with people inside and outside our company*
- *Leverage secondary research and existing studies from analysts and other credible, third-party sources*
- *Utilize quantitative market surveys*

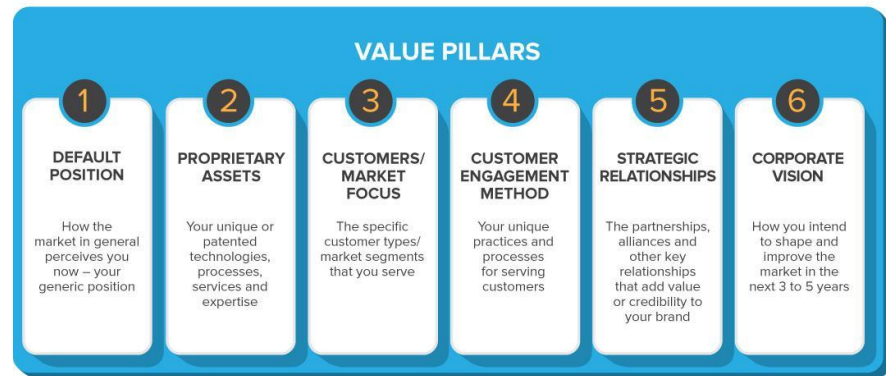


VALUEARC PILLAR EXERCISE

**The Value Pillar is the foundation to your positioning architecture.
Tell your team that the next step is to inventory your assets...**

The ValueArc Value Pillar Exercise will help us:

- *clearly state our generic, default market position*
- *identify our proprietary assets*
- *solidify our market focus*
- *define our customer engagement methods*
- *inventory our strategic relationships and alliances*
- *gain consensus on our vision*

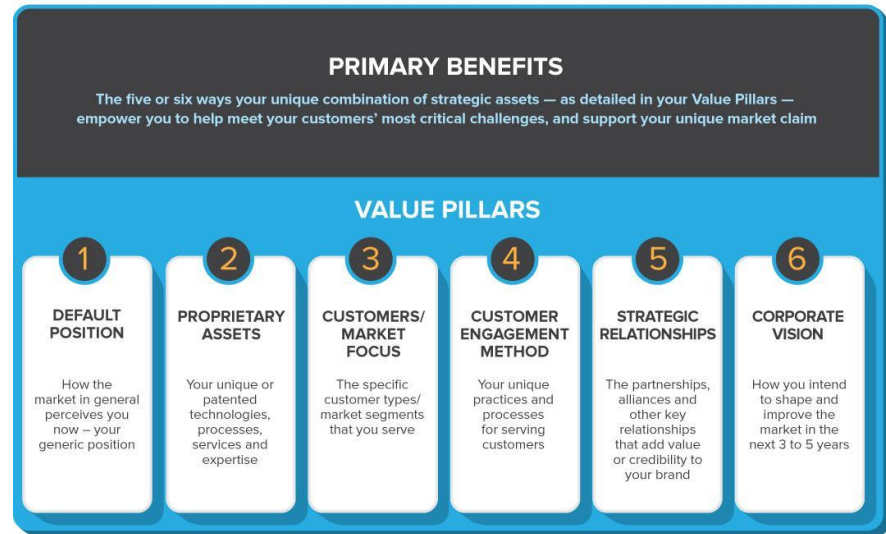


VALUEARC PILLAR EXERCISE

...which will help you construct a clear set of “validating attributes” or primary benefits that address all of your identified challenges...

The ValueArc Value Pillar Exercise will help us:

- *define five or six key ways that this unique combination of strategic assets help us meet our customers’ most critical challenges*
- *supports our unique market claim and selling proposition*

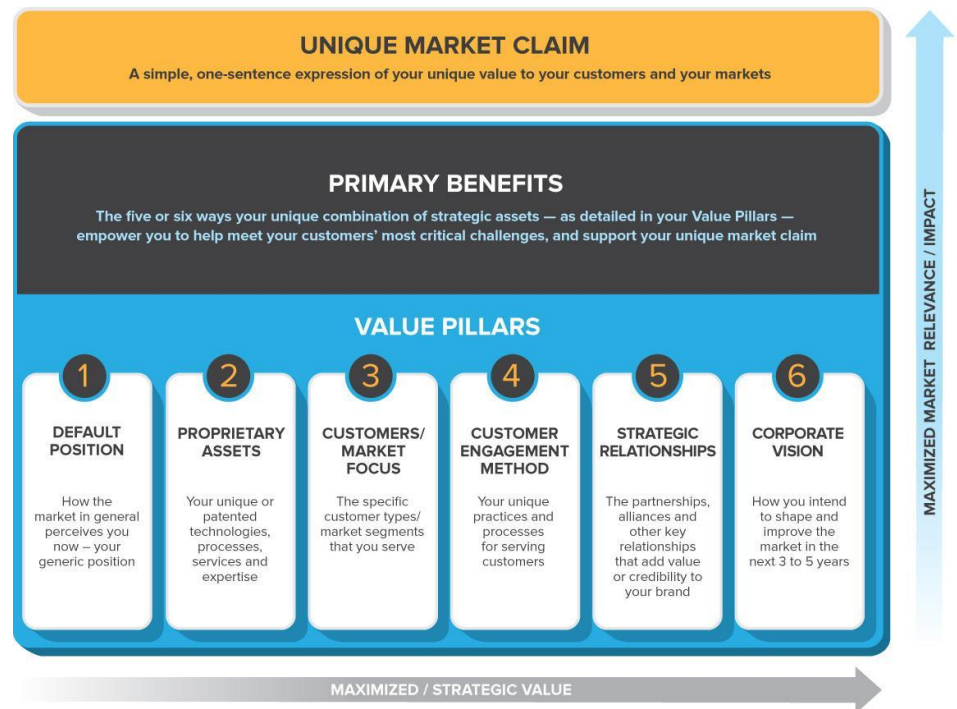


VALUEARC PILLAR EXERCISE

...and ultimately help you define and support your unique, highly strategic market claim.

The ValueArc Value Pillar Exercise will help us:

- *summarize all of this into a simple, intuitive expression of our unique value that is easily understood by the market*
- *create a claim that is highly engaging and defensible against the competition*
- *reposition us to be disruptive, changing the conversation amongst customers and analysts alike*

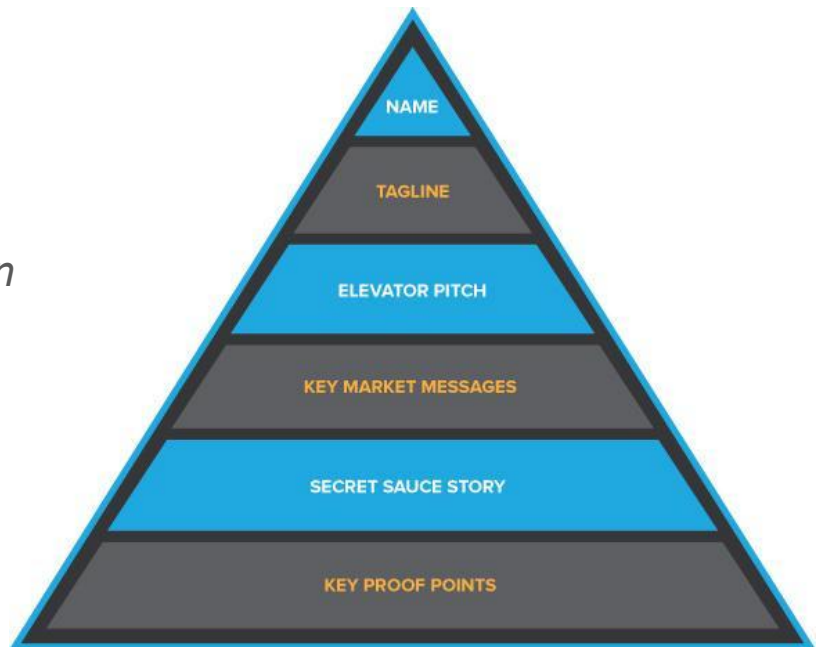


VALUEARC MESSAGING PYRAMID

Armed with consensus around a clear, unique market claim, tell your team that the next step is to develop a messaging framework.

The ValueArc Messaging Pyramid Exercise will help us:

- *translate the elements of the positioning architecture into a hierarchal framework*
- *define the language for our top-down vision*
- *organize our new positioning into an approved “story line” and narrative that is clear and easily understood*
- *assure message continuity and discipline from employees to partners*
- *develop the messaging assets we need for our sales and marketing efforts*



YOU'RE READY TO ELEVATE YOUR VALUE

Create a sense of urgency with your team to begin the process by reviewing what's at stake...

We can't afford to wait:

- *The market is becoming increasingly competitive...*
- *We face another quarter of declining sales...*
- *Market conditions are shifting...*
- *We have a new product that is outside of our focus area...*
- *Analysts are positioning us poorly...*
- *We are entering a new market with no awareness...*
- *Our board has set an ambitious growth mandate...*
- *We need to start positioning ourselves for acquisition before our innovative product or service becomes outdated or irrelevant...*
- *We need to raise our stock price to meet the street's expectations, or deliver an IPO...*



LET'S START CLIMBING

A silhouette of a person climbing a rock face against a bright blue sky with clouds and sun rays. The climber is positioned on the right side of the frame, reaching up towards the top right corner. The sky is a deep blue, and there are large, white, fluffy clouds in the lower right quadrant. Sun rays are visible, emanating from behind the clouds and pointing upwards towards the climber.

Outline the next steps, and what the anticipated roles will be for everyone on your team.

Remember to highlight the importance of the Value Pillar Executive Session, and include a tentative schedule for holding the workshop. This will help your team members visualize an actual schedule and motivate them to create the space.

LET'S START CLIMBING

A silhouette of a person climbing a rock face against a bright blue sky with scattered white clouds. The climber is positioned on the right side of the frame, reaching up towards the top right corner. The rock face is dark and jagged, contrasting with the vibrant sky.

- **STEP 1: ValueArc Discovery**
 - Stakeholders: Joe Smith and Dave Collins
 - Review: May 21
- **STEP 2: ValueArc Value Pillar Exercise**
 - Workshop with key executives: Larry Green, Tom Missions, Ron Blanchard, Anne Carol
 - Tentatively scheduled for June 7-8
- **STEP 3: ValueArc Messaging Pyramid**
 - Stakeholders: Joe Smith and Dave Collins
 - Final Review: July 1

YOU DON'T HAVE TO GO IT ALONE...

Let your team know that ValueArc has the people and products to help at any point in the process.

The complete **ValueArc Basecamp Discovery, Messaging and Positioning** product is a powerful resource if additional guidance and expertise is needed. You can also invest in the **ValueArc Ascent Brand Architecture** and **ValueArc Horizon Campaign Architecture** as part of your extended go-to-market strategy.





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The ValueArc product is a set of tools and resources designed to help businesses improve their messaging, positioning, marketing and branding – as well as their overall business performance. However, a wide variety of variables may affect the general outcome. By purchasing this program and its contents, the buyer agrees that DaynerHall does not guarantee any explicit results by using this product or utilizing any guidance provided by representatives from DaynerHall.

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