



**Welcome to Basecamp – where your journey begins.
Before you start your ascent, review these steps to get prepared:**

STEP 1 **Read the entire ValueArc Independent Program Workbook.**

Become familiar with the terminology, processes and programs. Scan all of the worksheets, so you can map them to each step of the Discovery process, Value Pillar session and Messaging Architecture session.



STEP 2 **Define your team and assign key roles.**

As with any project, you'll need a solid bench to ensure a successful outcome. Determine who the stakeholders will be, who will help manage the program and who will help keep the team accountable to the process.



STEP 3 **Review the ValueArc Basecamp Independent Program Overview PowerPoint with your team.**

The ValueArc Basecamp Independent Program Overview PowerPoint is designed to help enroll your team in the purpose and methodology of the ValueArc process. Use the slide deck to help convey this – and feel free to customize and tailor the deck to your specific needs and audience.



STEP 4

Set your overall timeline.

Build a schedule for managing and delivering the ValueArc Basecamp Independent Program. Give yourself roughly:

- 2 weeks for the Discovery phase
- 1 week for compiling, assessing and drawing conclusions
- 2 days for your executive positioning session
- 1 week to collaborate with your team to develop a final ValueArc Messaging Architecture



STEP 5

Conduct the Discovery research phase of your ValueArc Basecamp program.

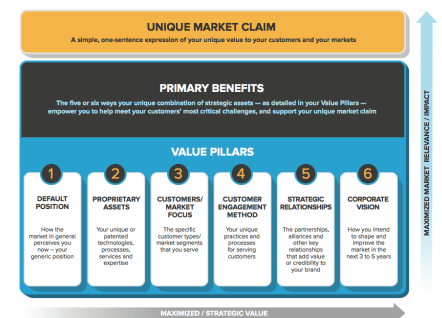
The Discovery process involves gathering and organizing information and opinions about your company and your market. It includes interviews with people inside and outside your company, as well as secondary research and any existing studies from analyst organizations and other credible, third-party sources. If resources are available, it can include quantitative market surveys as well.



STEP 6

Schedule and facilitate your ValueArc Pillar Executive Session.

The purpose of the ValueArc Pillar exercise is to gain consensus around your new positioning and clarify your unique market claim. Start by re-reading the workbook section on the ValueArc Pillars. Then, review the presentation deck included with your package; it will help you facilitate your program. Finally, identify your team of participants and schedule your two-day executive session – and use the ValueArc Pillar presentation to manage your workshop.



STEP 7 Translate the progress from your Discovery and ValueArc Pillar Session into your Messaging Architecture.

The next step is to synthesize your output from the ValueArc Pillar Session into a messaging platform that can guide your branding and campaign efforts. This process can be conducted on your own or with a small core group to help formulate a comprehensive architecture that has input from multiple sources.



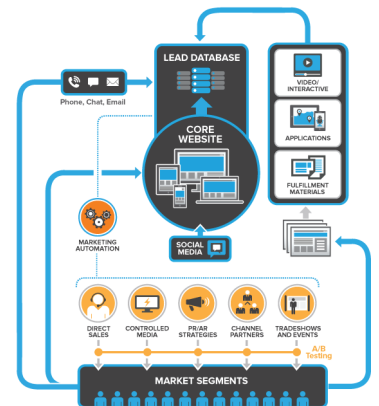
STEP 8 Set a review date to present your final Messaging Architecture.

The next step is to present your new messaging architecture to the leadership and key stakeholders in your organization and gauge their feedback. Make the necessary adjustments and repeat this step until a final consensus is reached.



STEP 9 Review the ValueArc Horizon Campaign Architecture Tutorial and discuss the next steps for branding and outreach.

The ValueArc Basecamp Independent Program Workbook contains a tutorial for developing a comprehensive campaign architecture. Discuss with your team how you can build a more powerful brand that supports your new messaging – and what campaign channels might be the most effective for reaching your target audience.





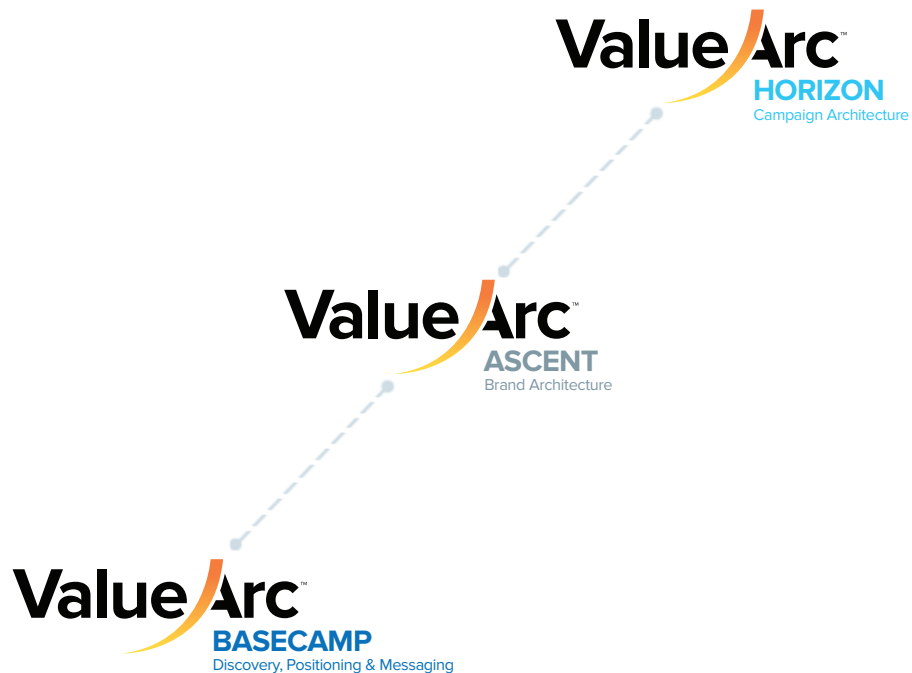
And remember, help is here if you need it!

Confused? Lost? Not making the right progress on your way up the mountain? Maybe you need a guide to get you there.

The consultative version of our **ValueArc Basecamp Discovery, Messaging and Positioning** does it all for you – from research to positioning to your final messaging architecture.

Once you've completed the first step, our **ValueArc Brand Architecture** can translate your messages into a complete branding platform that's scalable and extensible to all of your needs.

And at the top, you can access our **ValueArc Horizon Campaign Architecture**, and have a customized go-to-market strategy designed and delivered for you.



To purchase any of our consultative products, call (407) 428-5750, ext. 224
or email tiffany@valuearc.com