



ABCs OF VALUE CREATION™

THE A-Z ESSENTIALS FOR DRIVING VALUE, GROWTH, AND LASTING IMPACT



A ALIGNMENT



Align strategy, people, and resources with value drivers.

B BUSINESS MODEL OPTIMIZATION



Design scalable, resilient models that create and capture greater value.

C CUSTOMER VALUE



Solve meaningful problems and deliver exceptional customer outcomes.

D DIFFERENTIATION



Create unique advantages that set you apart and drive preference.

E EFFICIENCY EXCELLENCE



Eliminate waste and improve processes to maximize output.

F FINANCIAL STRENGTH



Build strong financials that support growth and resilience.

G GROWTH STRATEGY



Pursue attractive opportunities that expand value and market share.

H HUMAN CAPITAL ADVANTAGE



Invest in talent, culture, and capabilities that drive performance.

I INNOVATION



Create and apply new ideas that generate meaningful value.

J VALUE THROUGH JOURNEY



Design end-to-end experiences that drive value at every touchpoint.

K KNOWLEDGE LEVERAGE



Use insights and intellectual capital to make smarter decisions.

L LEVERAGE ASSETS



Maximize the use and return on your key assets.

M MARGIN IMPROVEMENT



Expand margins through pricing power, mix, and cost discipline.

N NETWORK EFFECT



Build relationships and partnerships that multiply value.

O OPERATIONAL EXCELLENCE



Deliver consistent, high-quality results that drive lasting value.

P PRODUCTIVITY POWER



Do more of the right things with focus, speed, and discipline.

Q QUALITY FOCUS



Deliver outstanding quality that builds trust and reduces costs.

R RISK MANAGEMENT




Identify, mitigate, and manage risks that protect and create value.

S SUSTAINABLE GROWTH



Build long-term value through sustainable practices.

T TECHNOLOGY ENABLEMENT



Use technology to enhance value creation and competitive edge.

U UNLOCK VALUE THROUGH M&A



Create greater enterprise value through strategic mergers, acquisitions, and integration.

V VALUE MULTIPLIER



Take actions that increase enterprise value and attractiveness.

W WINNING PROPOSITIONS



Offer compelling propositions that customers value and choose.

X EXECUTION DISCIPLINE




Execute with excellence to turn strategy into measurable results.

Y YIELD MAXIMIZATION



Optimize returns on investments, time, and resources.

Z ZERO-BASED THINKING



Challenge assumptions and rethink from first principles to create breakthrough value.

VALUE CREATION IS A CHOICE.

Great organizations consistently create, deliver, and capture value for their customers, people, shareholders, and communities.

Strategy. Execution. Impact. Legacy.



REMEMBER:

- ✓ Focus on what creates value.
- ✓ Measure what matters.
- ✓ Improve every day.
- ✓ Build for the long term.
- ✓ Leave a lasting impact.




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