

## ***ValueNet Works™ Engagement Roadmap Checklist***

This is a general roadmap for conducting a value network engagement or project. It is intended to be a guideline, and not all steps are necessary in every case. Most of these activities have a corresponding module in the *ValueNet Works™ Fieldbook*.

- 1 Initial meetings.** Conduct initial interviews with project sponsor(s) and leader(s).
  - Identify specific business cases and situations that present the greatest opportunities or most urgent needs.
  - Determine what successful outcomes would look like.
  - Brief executives and leaders on the implications, challenges, and opportunities of the *ValueNet Works™* approach.
- 2. Project planning**
  - Conduct a [Client Situation Assessment](#) to understand the full context for the project.
  - Complete [Project Stakeholder Analysis](#).
  - Complete [Purpose Statement Development](#) to clarify purpose
  - Identify goals, deliverables and a timeline for the project.
  - Develop a plan for [Documenting the Project](#)
  - [Data Gathering](#).
  - Go over the [Mapping Preparation Checklist](#)
- 3. Mapping the value network**
  - [Defining Scope and Boundaries](#)
  - Identify and map [Participants and Roles](#).
  - Fill in all the [Transactions and Deliverables](#).
  - Complete [Sequencing](#) and other validation processes.
- 4. The analysis**
  - Do an initial [Exchange Analysis](#).
  - Have every participant group complete their own [Impact Analysis](#).
  - Assess [Perceived Value](#).
  - Complete the [Value Creation Analysis](#)
  - Develop [Performance Indicators](#)
  - [Presentation of Findings](#)
  - Identify high leverage [Value Network Strategies](#)
- 5. Presentation of findings and strategy development**
  - When the analysis is complete you will want to prepare a [Presentation of Findings](#) for the project sponsor(s) and leaders.
  - You will then review the findings with them and the project team - to identify the [Value Network Strategies](#) that will help achieve their desired outcomes.
- 6. Action Review and completion**
  - As with any project it is always helpful to conduct an action review and learning debrief.
  - Complete documentation of the project.