



Value Map

Based on best practice Enterprise Modelling & Architecture principles

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Introduction

Value is a highly conceptual and complex subject that interlinks with multiple components within the organization. In order to better capture and document all of the objects, Value is built as a map. The Value Map is an accurate list and representation of decomposed and/or composed objects. A map is often represented in the form of a simple list or a chart laid out in columns in either a document or a spreadsheet. It's appearance ranges from that of a single list of one object or that of multiple objects across multiple rows within one or more (specific) columns.

The purpose of constructing an Value Map is to build an inventory or indexed list of objects that are to be either decomposed or composed for later usage within the business layer, information layer and/or technology layer of an enterprise. It is a powerful yet simple to use tool that allows the practitioner to document large amounts of information in a structured and coherent way.

Value Map

The Value Map provides you with a detailed overview of identified values (each identified with a unique name and ID number), internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).

How to use the Value Map

Identify and capture values (each identified with a unique name and ID number), internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).

For example:

1. A value may have multiple yet specific associations with internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).
2. Multiple values may have an association to any single specific internal and/or external value driver, goal (business, information or technology), value expectation, value proposition, strategic business objective (SBO), objective (plan, forecast, budget, etc.) as well as value indicator (CSF).

What	Why			How	What		
Value #	Internal/External Value Driver	Goal (business, information or technology)	Value Expectation	Value Proposition	Strategic Business Objective	Objective (plan, forecast, budget, etc.)	Value Indicator (CSF)
#							
#							
#							
#							
#							
#							
#							
#							
#							

Table 1: Value.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Value Map, but there may be more (or fewer) relevant objects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular map.

Also note that the objects might have a different name in your organization, so make sure to adapt the objects of this artefact so that it fits to the taxonomy of your organization.

The objects involved with Value is shown in Table 2.








Objects used within Value		
Name	Name	Name
	Driver	An external or internal factor that drives, establishes motivation for or influences the direction of an enterprise.
	Goal (business, information or technology)	A desired result considered a part of the organizational direction, aims, targets, and aspirations.
	Expectation	The anticipated benefits that are of worth, importance, and significance to a specific stakeholder.
	Value Proposition	The merit and benefit that a customer, added value partner or the market itself can obtain from their perspective and point of view.
	Strategy (strategic business objectives)	The direction and ends to which the enterprise seeks as well as the means and methods by which the ends will be attained.
	Objective	The purpose or target of one's efforts or actions.
	Measure (value indicators)	Any type of measurement used to gauge some quantifiable component of an enterprise's performance.

Table 2: Objects typically associated with Value.

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