

## DEVELOPING KEY LEVERS ON PERFORMANCE AND VALUE



### INTRODUCTION

Within each industry, there is a limited set of high impact “levers” that can lift business performance most efficiently and effectively. Finding these levers (which can include high market share, low cost position, superior product quality and service, effective customer segmentation, and other elements) can be pursued through the answers to seven key questions.

### Guidance

The third phase of design, is about listing the “key levers” for the performance of the business. What can you do to have the most beneficial effect on performance and long-term value? For example – some key levers on customers could be: new products, new services, better product quality, active segmentation, and new markets.

Once the key levers have been identified, it is important to prioritize them. One way to set priorities is to first discuss and brainstorm different ideas and strategies without yet prioritizing. Once the options are fully understood objectively, priorities can be made more effectively.

After priorities have been set, make sure the next steps are realistic and organise the ideas into a matrix.

### Key Takeaways

The seven “C”s:

- › Customer Value
- › Competitive Position
- › Channel presence
- › Capabilities
- › Cost position
- › Capital / Market Performance
- › Context

### Questions to Consider:

- › What are some of the “key levers” you can pull now?
- › What are your most immediate priorities for the business?