



## INTRODUCTION

### Questions to Consider:

- › Are we getting the maximum value?
- › Are we building the organisation well?
- › Are there risks or opportunities that could be created?

Many strategies, even when well designed and executed, fail to yield the benefit they could, due simply to a lack of explicit effort to capture the full value strategy.

Internal value is lost when valuable learning is not captured, best practices not documented and organizational heroics not sufficiently rewarded. Hard and soft benefits can be frittered away if no one asks how the full benefits of a strategy can be exploited within the organization.

External benefits as well may be lost if there is no explicit effort made to capture the full value of strategic advances in capital markets, with customers, or with suppliers.

An executive summary should explicitly confirm that all seven sources of value have been fully exploited.

- › Content
- › Customer
- › Capability
- › Capital
- › Option
- › Contingency
- › Full potential

## Guidance

The sixth step is primarily about thinking and considering the strategy before putting it into action. The specifics around the value of the strategy are worth a last consideration before moving forward.

The full value capture method involves examining all sources of value, and what opportunities could be had with them. Be sure that there is no other additional value that could be added to different ventures.