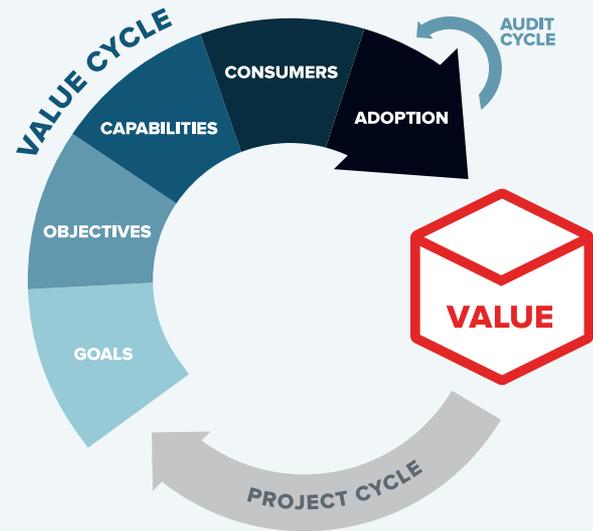


IT BEGINS WITH VALUEFIRST™

Most goal setting exercises begin with a consultant standing at a white board soliciting inputs from the room. “What are your goals?” “How do you define success?” ValueFirst™ does ask those questions, but the decisive focus is not on determining results, but rather on the sacrifices/commitments the organization is willing to accept — willing to sign up for. It is easy to think about what we would like to do; it is an entirely different exercise to define, and ultimately accept, the trade-offs that come with your goals. There are always trade-offs; there are always “costs” one must be willing to pay. Everybody wants a gold medal (or the equivalent); few want to train like an Olympian.

Listed below is a common approach using our ValueFirst™ method — the phases normally employed from Goal to Outcome. We began deploying ValueFirst™ about three years ago, and now our customers request it before they begin any significant new initiative. More than any other innovation in our 15 years, ValueFirst™ has had the greatest positive impact on our customers, and for our company.



1 VALUEFIRST WORKSHOP

(Typically 3 – 5 Days)

Bring stakeholders together to ensure consensus on expectations, budgets, and outcomes

- Review organizational goals
- Establish/Refine project objectives
- Identify critical capabilities necessary to support objectives
- Identify key consumers who will be responsible for leveraging newly developed capabilities
- Identify metrics that will be used to measure progress
- Identify expected value (quantifiable ROI where possible) in the context of organizational goals

2 ANALYSIS & PLANNING

(Typically 1 – 2 Weeks)

Work with subject matter experts to analyze current state, and to develop a comprehensive plan to realize the agreed upon project objectives

- Review current state technologies, relevant processes, and effected organization
- Develop and review/refine current state gap analysis
- Develop implementation plan with Sprint milestones based on agreed upon priorities
- Gain consensus from all project stakeholders

3 IMPLEMENTATION

(Typically 4 – 6 Days)

Work collaboratively with the project team (consumers) to implement the agreed upon project plan

- ValueAssurance project oversight to ensure continued focus on the identified outcomes
- Extensive technical and process expertise to deliver the optimum solution
- Testing and validation to ensure solution quality and sustainability
- Thorough knowledge transfer and enablement throughout to ensure adoption, requisite cultural change, and on-going focus and success

4 VALUEASSURANCE SUPPORT

(Typically via a TotalCare Agreement)

Provide ongoing support to ensure the solution continues to deliver to goals/objectives, and grows return on investment

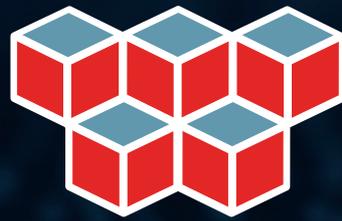
- **FirstCall™ support** staffed by senior, experienced engineers to drive quick resolution to questions and issues
- **TotalCare™ expert remote administration** to drive cost efficiency, and perpetuate continual learning
- Software support contract maintenance and renewal (where applicable) to help manage complexity, cost, and compliance

5 ESTABLISH A CYCLE OF VALUE

(Typically a Quarterly Cycle)

Engraining a new culture of adoption and doing it in a practical and consumable fashion

- Periodic review of previous objectives and realized Value
- Identification of new Value enablers
- Identification and mitigation of Value inhibitors
- Value driven prioritization of next objectives to engrain a cycle of continuous improvement and pursuit of value



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