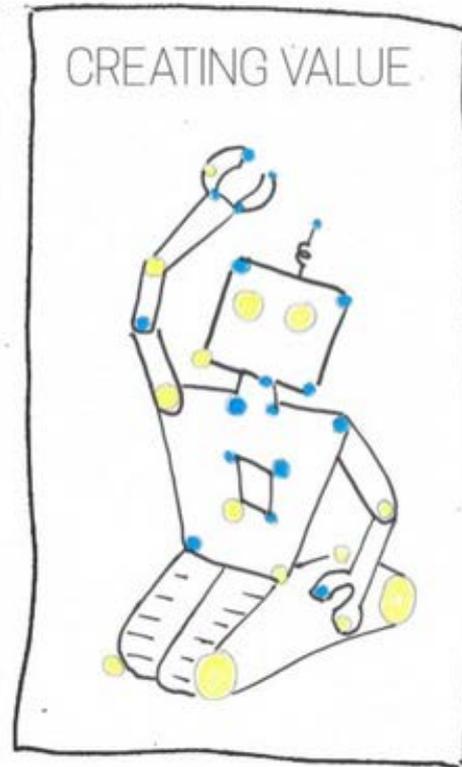
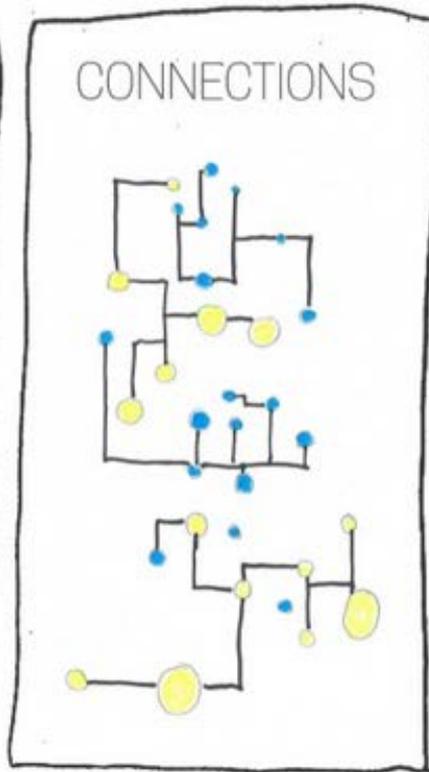
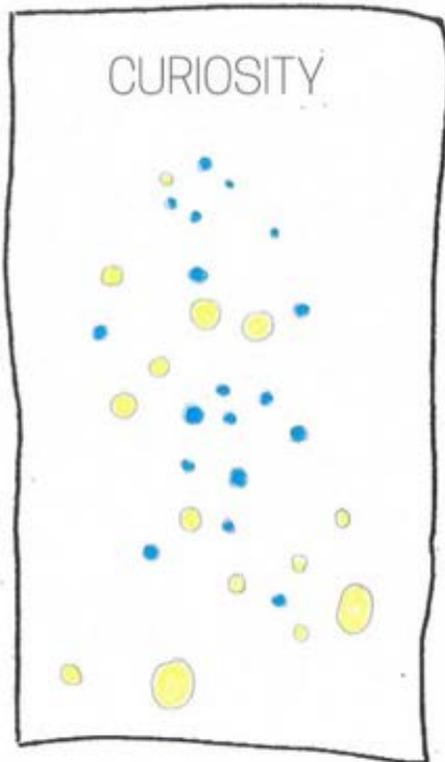


# Value Creation Mindset

Bill Kline

January 9, 2018



**THE TRADITIONAL  
ENGINEERING  
SKILLSET  
NEEDS EXPANSION**

**DESIGN**

**Determine**  
design requirements

**Perform**  
technical design

**Analyze**  
solutions

**Develop**  
new technologies  
(optional)

**Create**  
a model or prototype

**Validate**  
functions

# Measures of Success at 'Creating Value'

X% of new products are successful

Y% of new ventures are successful

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**FAILURE**

What are we missing ?

# Value Creation Mindset

- 90 minutes
- Workbook
- Three examples
- Information and 'Views'
- Case example with video clip
- Discussion

# Example 3

- Lucky Iron Fish : Shape of Health
- <https://www.youtube.com/watch?v=KJM7Nj1DCwk>

# A different mindset?

- Problem
- Product
- Customer

- Problem
- Context
- 'Job'
- Stakeholders
- Solutions
- Solution/Product

# Value is:

- Relative
- Depends on context and situation
- Illustrated in choice or selection
- Multiple dimensions
- Stakeholders & Features

## Value misconceptions

- More features = more value
- Success = financial