



CINNAM

coaching and innovation mentoring

TOOLS | VALUE PROPOSITION MODELING | VPM-ALDEHYDE MBS®

Within Executive Mentoring, we propose our distinctive **VP Modeling methodology, VPM-ALDEHYDE MBS®**, that defines meta-models and systems of value drivers in a certain environmental context and ensures completeness of solutions that are to be implemented. It provides a stable reference point for more frequently changing planning or brand/product portfolio development processes and gives consistency and clarity for the organizational/project leadership, internal and external communication, and for change management processes.

Value Proposition Models illustrate the fundamental idea and mechanism of how an organization creates, provides, and acquires core value in the multidimensional reality of the market, balancing the involved stakeholders' perspectives.

Value Proposition Models facilitate Executives' visioning, future leadership activities, and business growth management.

The high impact of the Value Proposition Modeling can be achieved in Executive Mentoring for areas such as business modeling, strategic business planning; marketing and commercial planning; new product and/or service development and launch; bidding and contract management; brand management; customer relationship and experience management; change & transformation management.

