



CINNAM

coaching and innovation mentoring

TOOLS | VALUE PROPOSITION MODELING | VPM-ALDEHYDE MBS®

As part of our Management Innovation Mentoring, we offer our distinctive Value Proposition Modeling methodology, VPM-ALDEHYDE MBS®.

This approach manages meta-models and systems of value drivers within a given environmental context, ensuring comprehensive and effective solutions. It serves as a stable reference amid dynamic planning cycles, brand and product portfolio development, and evolving business strategies. Clear, consistent, and systemic, it strengthens organizational leadership, internal and external communication, and change management processes.

Value Proposition Models illustrate how an organization creates, delivers, and captures core value within the market's complex realities while balancing key stakeholders' perspectives. These models empower executives in visioning, strategic leadership, and sustainable business growth, guiding them through business modeling, strategic planning, marketing, commercial strategy, and launch of new products and services. They also play a crucial role in bidding and contract management, brand management, customer relationship and experience management, and change and transformation management.

By integrating this methodology, executives gain deeper strategic insight, enhanced decision-making capabilities, and a structured approach to driving innovation and organizational success.

