

The Value Bridge™ — One-Page Reference

A repeatable process that transforms technical conversations into executive decisions.

1 Customer World Understand the industry, market, business model, and strategy.	2 Business Problem Identify the business challenge, priority, or risk the executive is trying to solve.	3 Technical Problem Uncover the technical root cause or constraint creating the business problem.	4 Technical Capability Introduce your product or solution capability that addresses the root technical problem.
5 Operational Change Define the change in process, workflow, or behavior that your capability enables.	6 Business Outcome Translate operational change into a meaningful business outcome.	7 Executive Metric Map the outcome to the metric executives use to measure success.	8 Economic Value Quantify the impact in financial terms—the value that drives decisions.

THE VALUE BRIDGE™ FORMULA

Because we can [Technical Capability], your team can [Operational Change], which enables the business to [Business Outcome], resulting in [Executive Metric / Economic Value].