



# Value Elements

Framework, developed by Bain & Company - originated in Maslows Hierarchy of Needs. Creates a shared taxonomy/classification for describing Value Propositions.

## 1. Research - Value Audit

Understand the elements of value created by your product or service.

Match proposed to perceived value.

Identify the dominant value element configuration of your industry.

Realize new propositions offered by new ventures, entrants.

## 2. Design - Value Strategy

Focus vs. differentiation

Value augmentation – Extension of existing portfolio

Value leadership – distinct selection

## 3. Management - Value Operations

Value-based decision making

Continuous (self) assessments

