



## Sample Tool: Value Profiler

This abridged version of the Carriage House Value Profiler offers a glimpse into the way we use tools to simplify complicated questions. We use the Value Profiler as part of a foundational process of identifying who is being served, how, and how critical the need that is being met.

Tools like the Value Profiler make the implicit into the explicit, and force an executive team to knuckle down and choose among alternatives. They make projects more efficient and enhance the quality of the outcome.

# Value Profiler

Who benefits from your product or service?			
Organization			
	Large Enterprise		
	Division of Large Enterprise		
	Project in a Large Enterprise		
	Small & Medium Enterprise		
Function			
	Sales		
	Marketing		
	Customer Service		
	Engineering		
	IT		
	Production/Manufacturing		
	Logistics		
	Service Delivery		
	HR/Finance/Admin		
Level			
	C Level		
	Mid Level		
	Project Level		

How do they benefit?			
		Hard \$s	Soft \$s
Revenue increase			
Cost reduction			
Productivity/Efficiency boost			
Risk/expense avoidance			

What is their pain level?			
High			
Medium			
Low			

What is the pain frequency?			
Daily/Weekly			
Monthly			
Yearly			

What are the negative consequences of inaction?			
Significant Underperformance			
Non-improvement			
None			