

## Business Value Identification Exercise - Example

								Business value measurement	
What is the name of the activity?	How would you briefly describe the activity to others?	What does success for the activity look like?	What is the business problem(s) the activity will solve?	What are the risks of not doing anything?	What is at risk by doing the activity?	What is the timing for the activity?	Who is the audience for the activity? (i.e., functions, geographies)	What are the benefits of doing the activity?	How will you measure the impact and success of the activity?
<b>Logo Redesign</b>	<p>Our logo is sixty-five years old</p> <p>As part of the rollout of a new product, we are redesigning our logo to increase sales by generating energy around our new product and bolstering visibility for all of our current products</p>	<p>Completing the design of a new logo that has been approved by all stakeholders</p>	<p>Lagging sales for several (not all) of our product lines</p> <p><i>Lower margin results due to increased advertising costs directed at bolstering a “stodgy” image</i></p> <p>Increased competition in the marketplace from newer companies who by virtue of being new, seem fresher and less stodgy to our market</p> <p>We believe one of our long-standing competitors is planning to redo their logo next year</p>	<p>Our sales continue to lag, becoming a trend vs. a dip</p> <p><i>Our competitors market share increases, hurting our position in the market</i></p> <p>We lose customers who are drawn to fresher and “sexier” logos and marketing campaigns</p> <p><i>We ultimately redesign our logo, yet only after one of our long-standing competitors has already done so, creating the perception that we are a “follower” in the marketplace, not a leader</i></p>	<p>We alienate current customers who perceive the logo redesign as a change in the quality or focus of our product(s)</p> <p><i>While the costs associated with the logo redesign are budgeted, there may be unanticipated expenses</i></p> <p>Anticipated sales and market share increases do not occur</p> <p><i>We find that our focus on the logo redesign was misplaced and our dollars should have been spent elsewhere</i></p>	<p>As 45% of our product sales occur in Q4, the logo redesign needs to be ready by May 1<sup>st</sup></p>	<p>Senior management and possibly the Board of Directors (to be determined)</p>	<p>Our sales increase, creating new revenue that can be used to reinvest in other areas of our business</p> <p><i>We maintain and grow our market share</i></p> <p>We generate industry buzz for our new product and our existing products</p> <p><i>We obtain past-due market research data which we can use in other areas of our business</i></p> <p>We raise our visibility with potentially new customers</p>	<p>Sales by product and geographic market through Q4</p> <p><i>Industry insider and analyst feedback (this will be measured and scored for reporting purposes)</i></p>