

# Value-Able Exercises

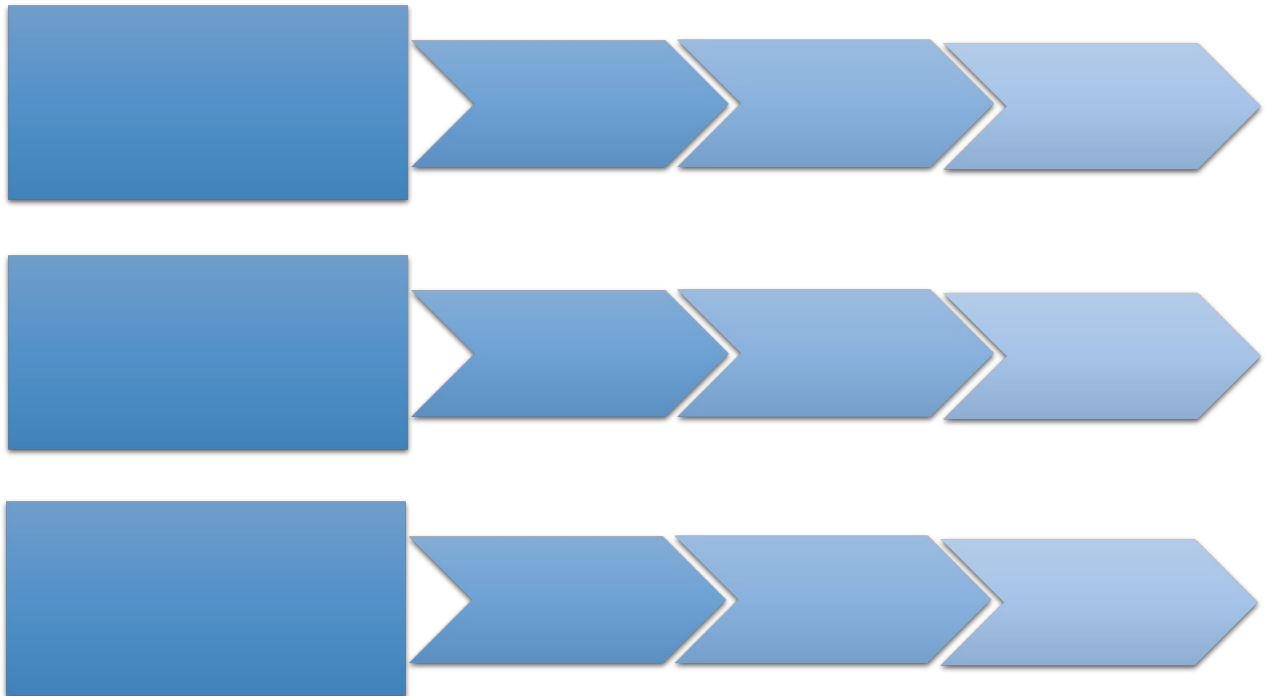
## Drive Efficiency

Exercise One (Purpose): Adapt this table to the organization. Use the result as a method of involving employees in a discussion about the exchange of value with your organization's stakeholders.

Stakeholders	Receives	Provides
Customers		
Employees / Contractors / Suppliers		
Investors / Donors		
NGO Benefit Recipients		
Community		

Exercise Two (Perspective): Adapt this continuum to the organization and use it as a basis to develop measurable goals. An objective might be to increase the online customer experience by improving specific content or making the site easier to navigate. The goal could then be to increase the amount of time customers spend shopping on the site by 10% and increase online sales by 5% over a given period of time.

Those responsible for the goals should then create the process by which they are to be enacted and measured.



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## Drive Efficiency

Exercise Three (Persistence): Perform a SWOT (strengths, weaknesses, opportunities and threats) Analysis. This can help the organization focus on potential threats and opportunities so as to further develop contingency plans.

### PERSONAL SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<i>Talk about what you're good at, your unique assets and resources, and how your positive attributes are perceived by others.</i>	<i>Talk about improvements you need to make, any resources you lack, and how these negative attributes might be perceived by others.</i>

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<i>List doors that are currently open to you, opportunities you can capitalize on, and how your strengths can create new connections.</i>	<i>List any harmful hazards, competitors, and how known weaknesses can open the door to threats.</i>