

## expanding core Business Value

For

Senior / Mid-Senior Managers

Objectives

Shift “Value” from an abstract idea to a tangible, measurable asset—one that drives internal performance and strengthens market positioning.

Expand the ability to authentically showcase Business Value to clients

Outcomes

Gain mastery over 3 high-impact levers that enhance and sustain business value.

Catalyse business innovation and operational excellence through actionable insights.

Transform customer centricity into a visible, measurable competitive advantage.

Duration

Workshop: 2+2 Days  
PostWork : Coaching Sessions  
+ Consulting Support



[#businessvalue](#) [#customervalue](#) [#strategy](#)

VESScore serves as a lead indicator, functioning in a way that makes a high NPS—typically a lag indicator—a natural outcome. By holistically assessing, enhancing, and leveraging the *Value* an organization delivers to its clients, it revitalizes business activities at every level.

At its core, *Value* is a complex phenomenon marked by stark contradictions: what customers want versus what they truly need; perception versus tangible results; and meeting expectations versus exceeding them with innovation beyond imagination.

VESScore cuts through these contradictions to generate actionable insights capable of transforming *Value* exponentially, both in quality and quantity—anchored by a clear benchmark score when required.

VESScore is a compact, high-impact marketing accelerator for leaders. When deployed organization-wide, it becomes a strategic inflection point—one that would make Andy Grove proud!

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