Liberating the Genius of Teams

How the use of a core value proposition and comparative learning accelerate value creation

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Importance of Value Creation

- Only fair performance
- Essential skills missing
- Multidisciplinary opportunities
  - Requires creativity, collaboration, motivation, behaviors, skills
  - Make innovative success “inevitable”
Ineffective Methods

- Admonishing people
- Individual feedback
- Brainstorming
- Incubation without shared mental frameworks

Value-creation is only learned experientially
2 Year NAE Study on Value-Creation

- Limited performance
  - Lack of skills
  - Poor collaboration
- Value-creation playbook
  - Important opportunities
  - NABC value propositions
  - Value-creation forums
- Paradigm shift is possible
Value-Creation Forums

- Recurring — NABC value proposition presentations
- 4-6 teams, 2-5 minutes with constructive feedback
- Presenters listen: no arguing

“Which is better, A or B?”
Rules for Genius-Level Teams

“Point of view is worth an extra 80 IQ points”

- Important opportunity
  - Shared vision
  - Unique, complementary roles
  - Shared rewards
- Human values
- Motivation
Liberating the Team’s Genius

Value Creation Playbook

Value-creation workshop

Value-creation forums
- Every 2-6 weeks
- Constant iteration
Summary

• Essential value creation skills — only learned by doing
• NAE — value-creation playbook
  • Important opportunities
  • Key concepts: NABC value propositions
  • Value-creation forums
• Forums and NABCs enable comparative learning
  • Teaches value creation
  • Provides motivation, creativity, collaboration, incentives, …
Thank You

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