

Morgan Stanley

Defining Value: Rethinking Your Proposition

CILIP Conference

July 2016

Agenda

Context

A value model and vision

Know Your Business

What, How, Why?

Getting your message across

Closing thought



101,000



140,000



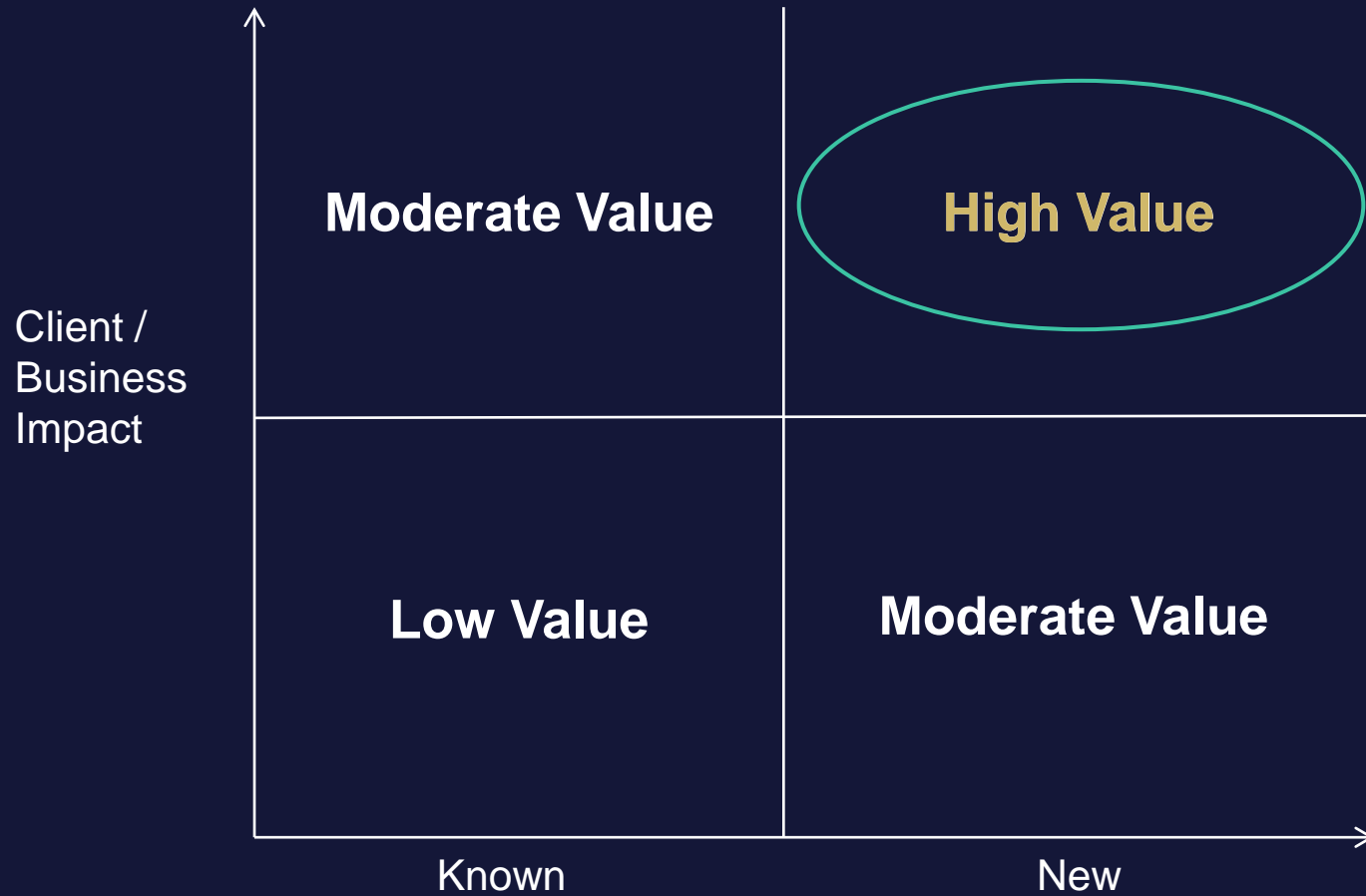
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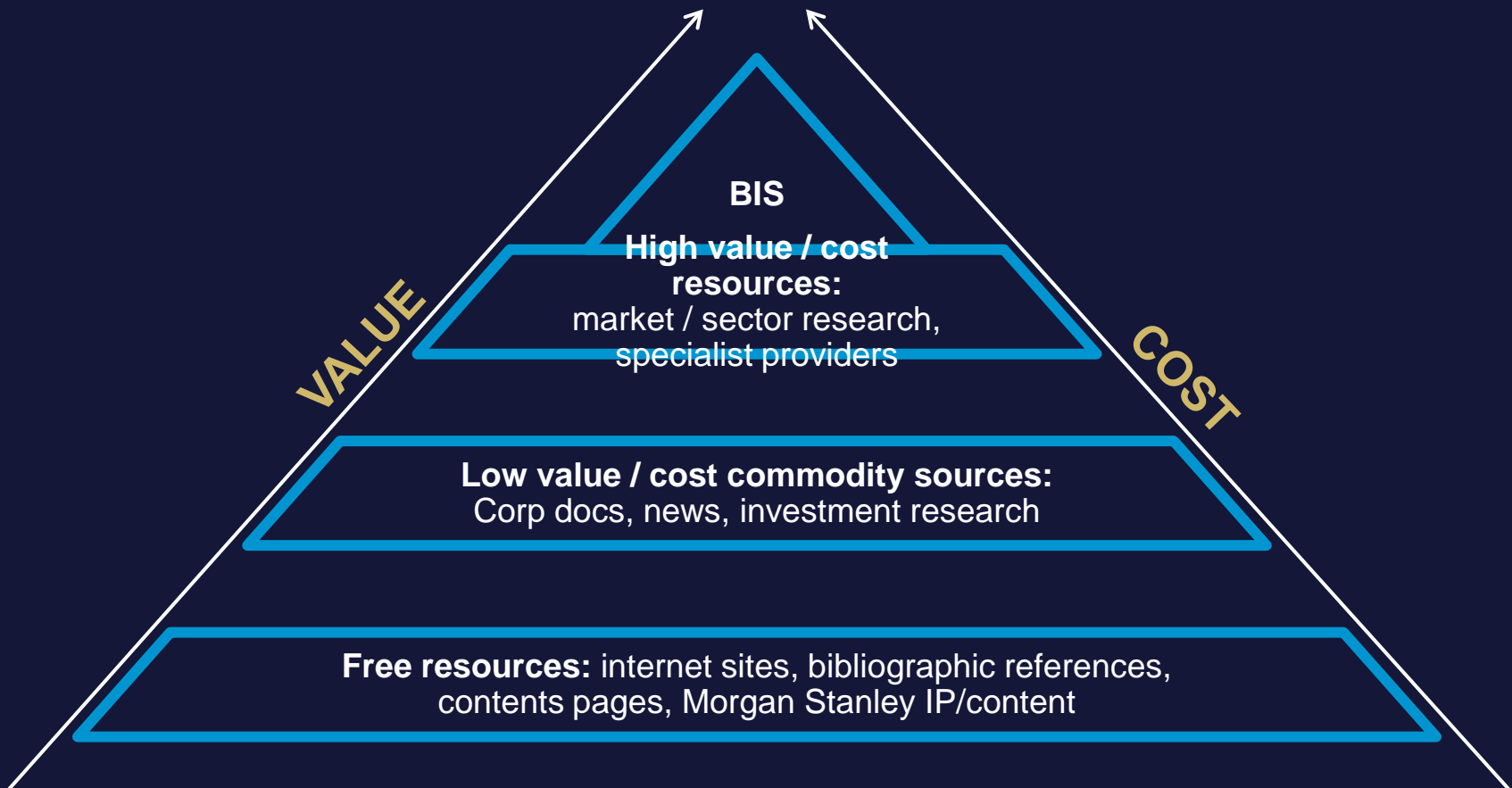


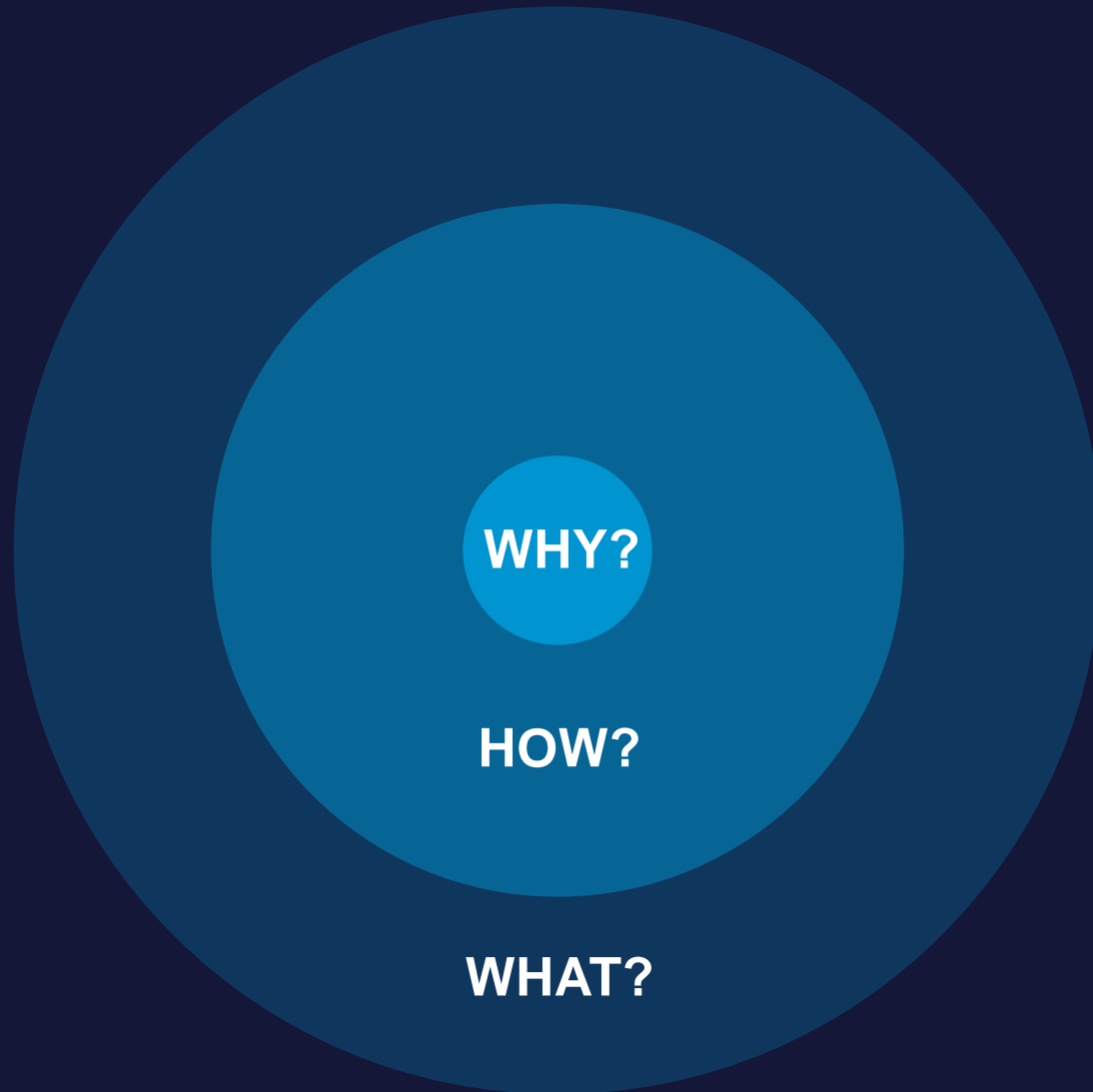
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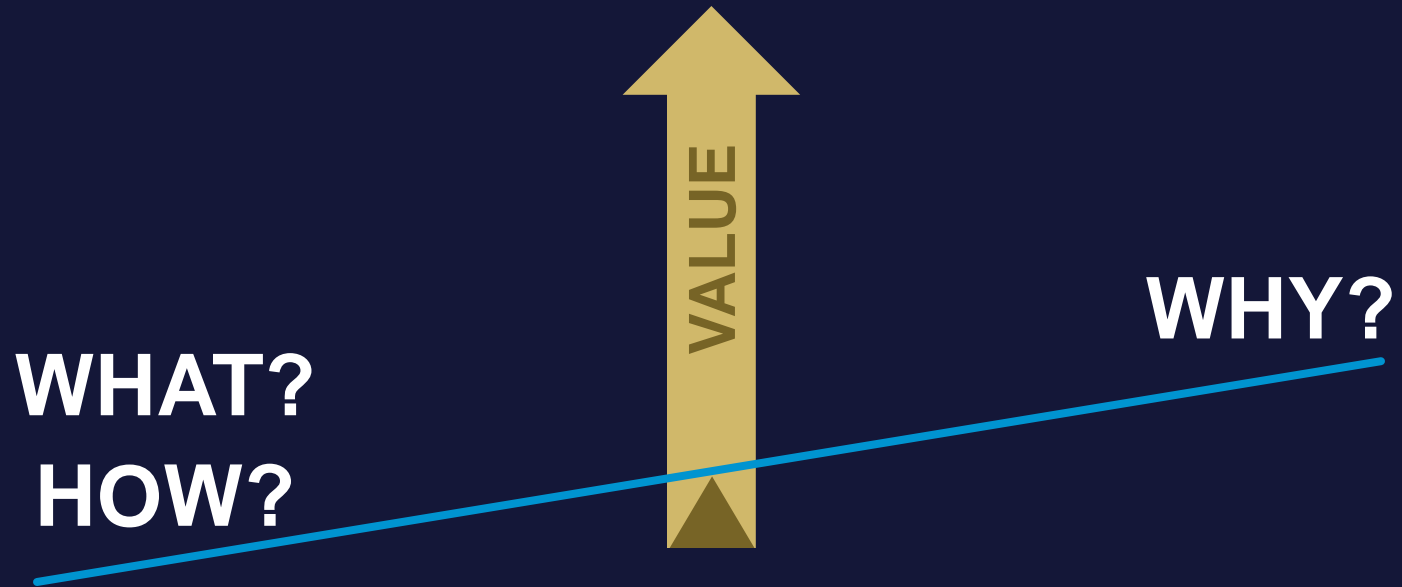


80%









Objective

Fact / Evidence Based

Defined

Observable

Measureable

Isolated

Easy?



Subjective

Meaning / Context

Relevant

Relative

Actionable

Valuable

Difficult?



PLAN



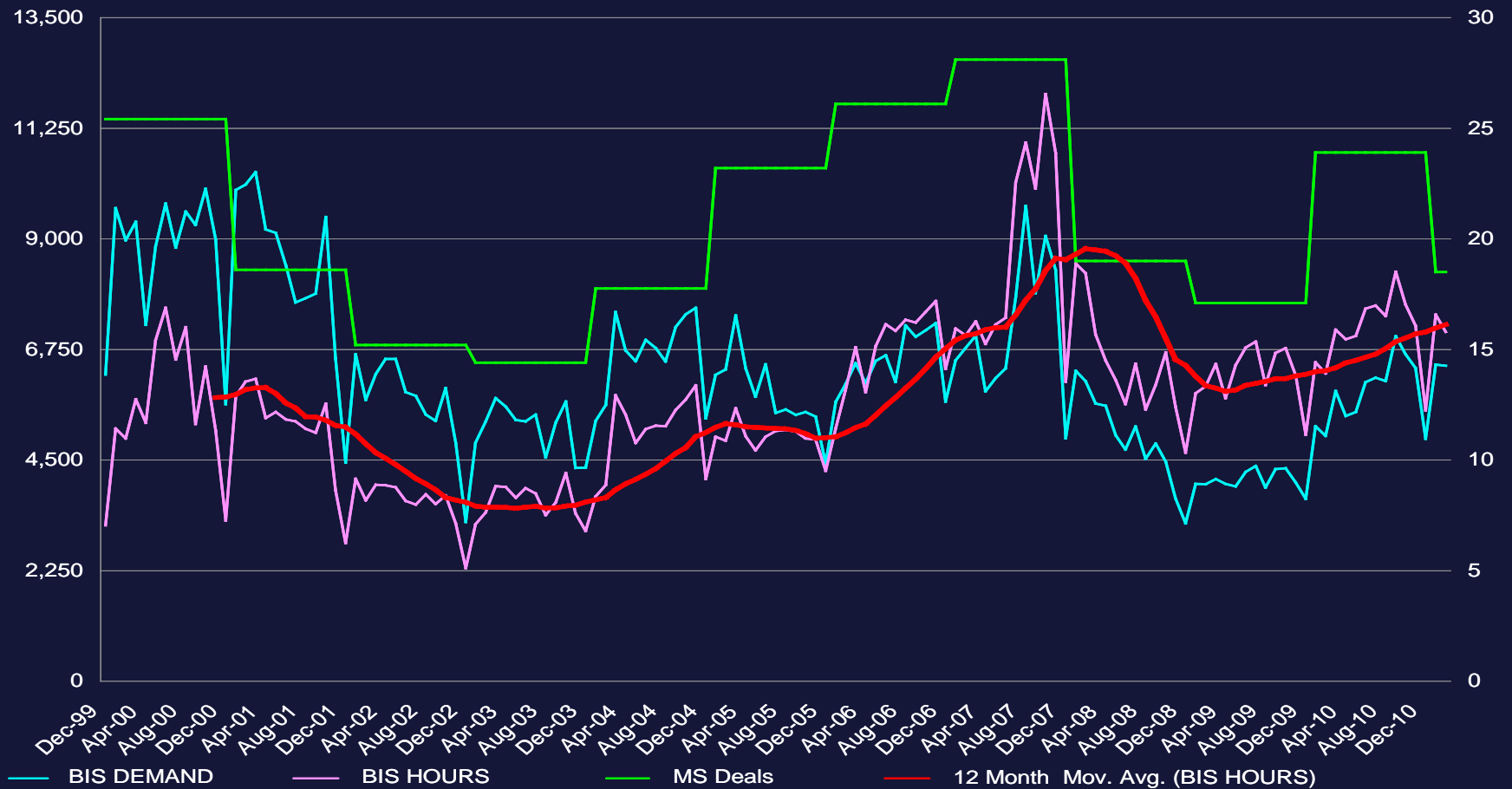
PREPARE



PERFORM

BIS/BD Volumes

2000-2011





Keep It Simple, Smart, Especially Short





...in business, the value of a product or service is not solely about money. Value is measured by the usefulness or desirability of something... the concept of 'value' is subjective rather than objective. That is, it means something different to each person considering it, and that meaning can change as time, place and situation change.

Scott A Gardner

Source: <http://EzineArticles.com/2138563>