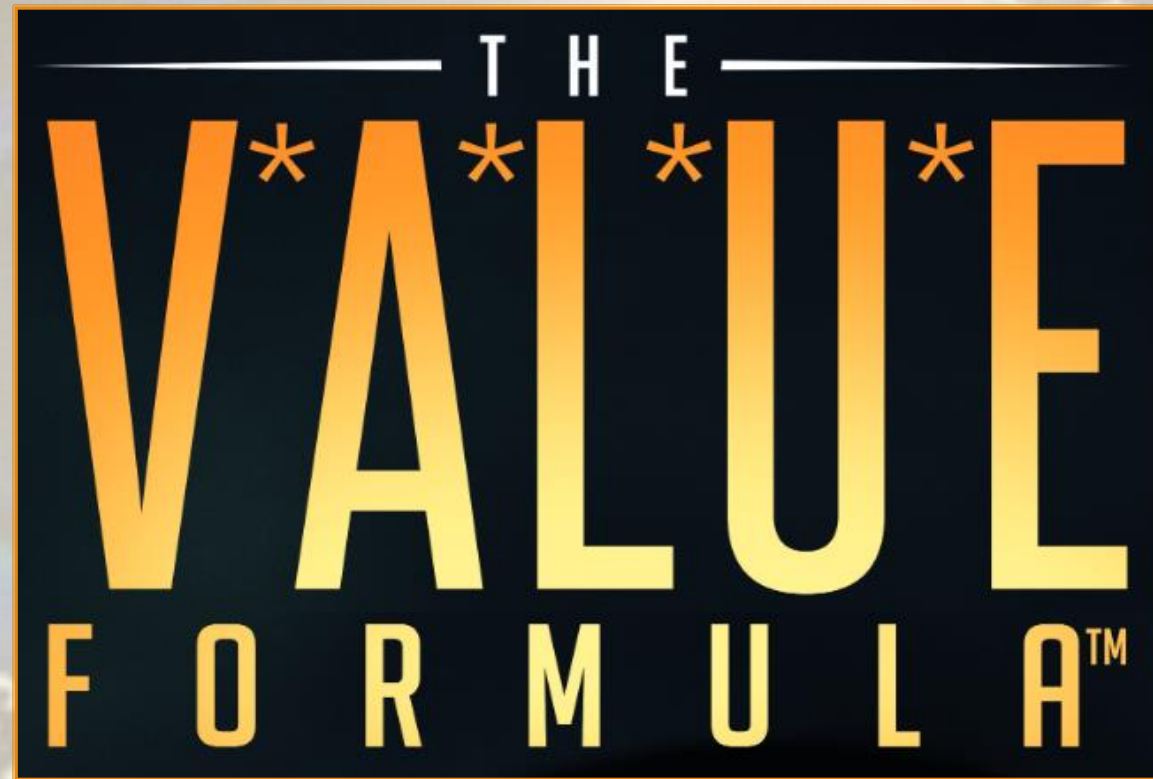


# Welcome!

## An Introduction to

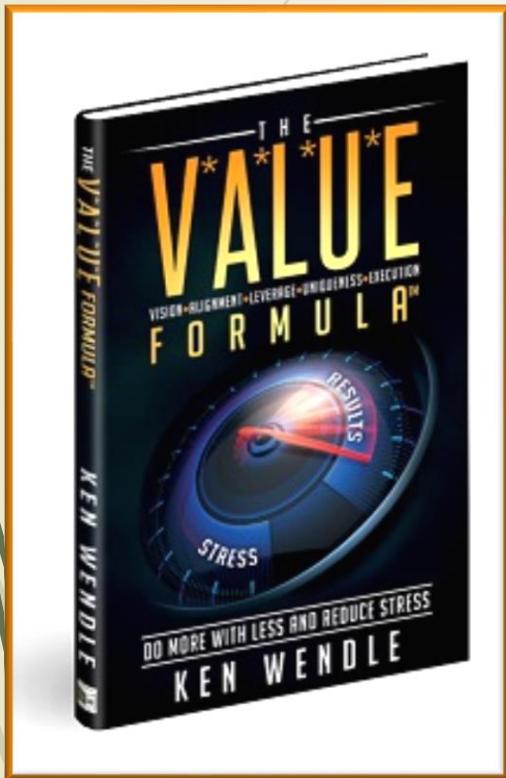


DO MORE WITH LESS AND REDUCE STRESS

*First Things First*



# THANK YOU!



Ken Wendle

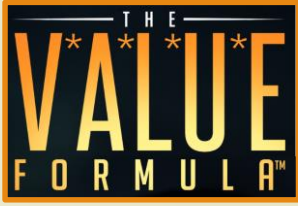


VISION • ALIGNMENT • LEVERAGE • UNIQUENESS • EXECUTION

## **WEBINAR TOPICS**

- **Let's talk about VALUE.**
- **Vision: Defining your value.**
- **Alignment: Focusing your value.**
- **Leverage: Augmenting your value.**
- **Uniqueness: Differentiating your value.**
- **Execution: Delivering your value.**
- **Pulling it together/Keeping it together**

# Do More. With Less.



***"We, the unwilling, led by the unknowing,  
are doing the impossible for the ungrateful.***

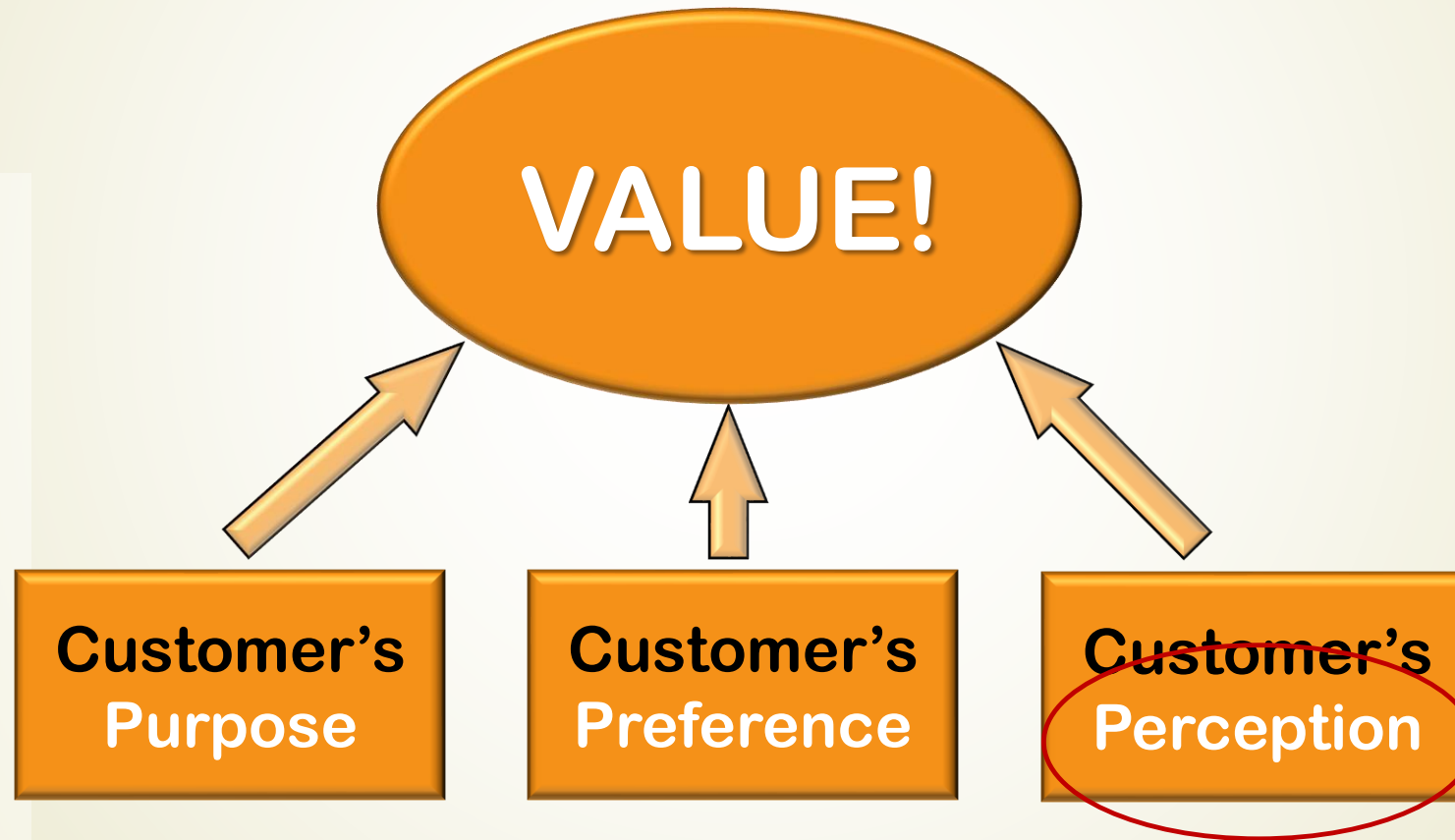
***We have done so much, for so long, with so little,  
we are now qualified to do anything with nothing."***

***St. Mother Teresa of Calcutta***



# Let's talk about VALUE.

## ***WIIFM vs. WIIFO***



# Let's talk about VALUE.

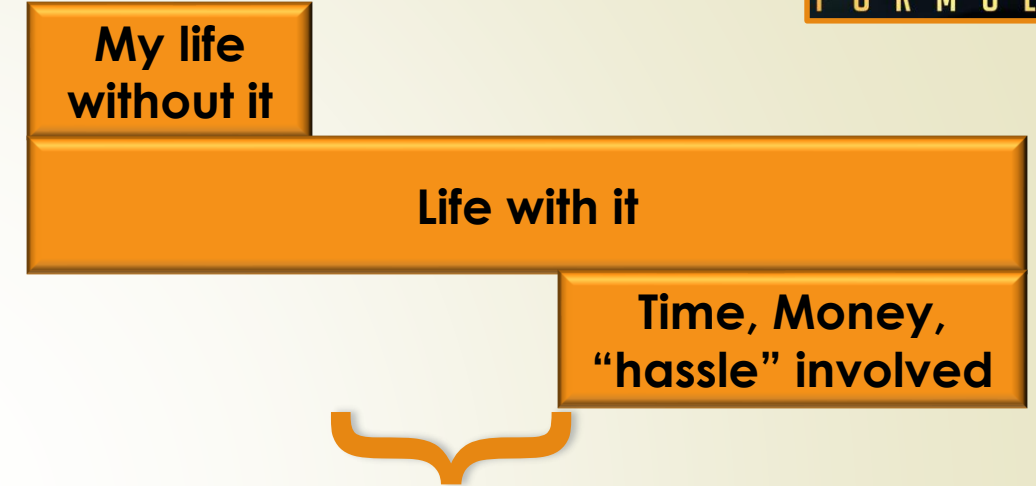


**“The perceived benefits,  
usefulness and importance of  
something.”**

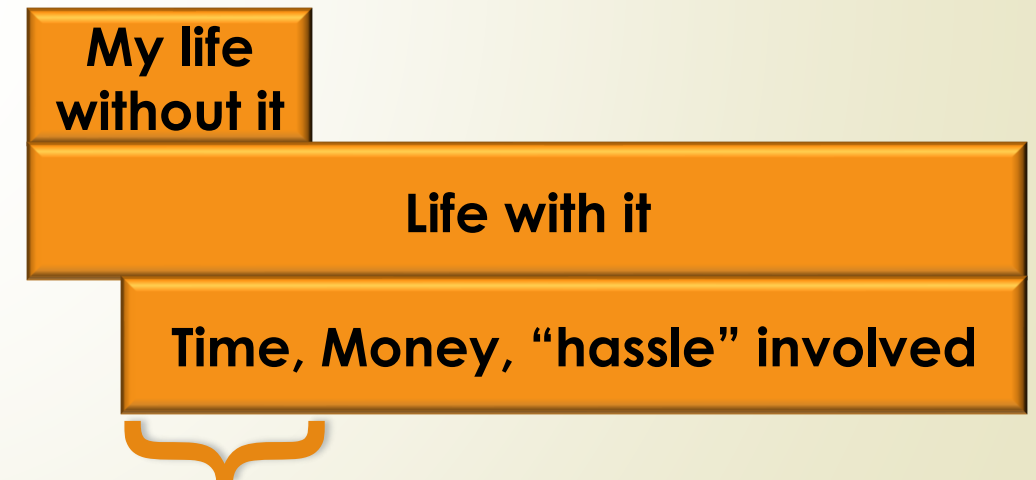
- ITIL4 Glossary Definition

A Practical Definition:

***“It’s worth it  
to me.”***



**“Worth it”**



**“Not Worth it”**

# Let's talk about VALUE.



**\$649,999.99**

Free shipping. No tax



**\$29.49**

+\$2.84 tax and \$5.99 shipping

## Value is both tangible and intangible.



***"Your value isn't determined by what you have.  
And your value isn't determined by what you do.***

***Your value is determined by  
what you DO with what you HAVE."***

- Ken Wendle, Author: The V\*A\*L\*U\*E Formula



Resources

**What you  
have**



Capabilities

**What you  
can do**



Product or Service

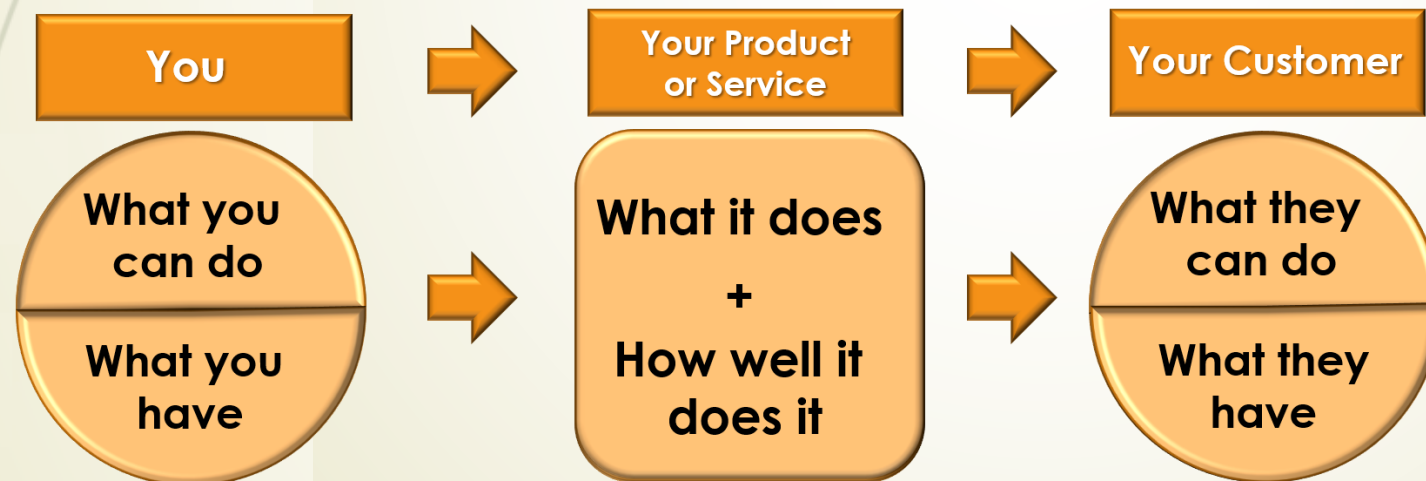
**Something  
of VALUE**



# Value can expand from this...



*To this:*

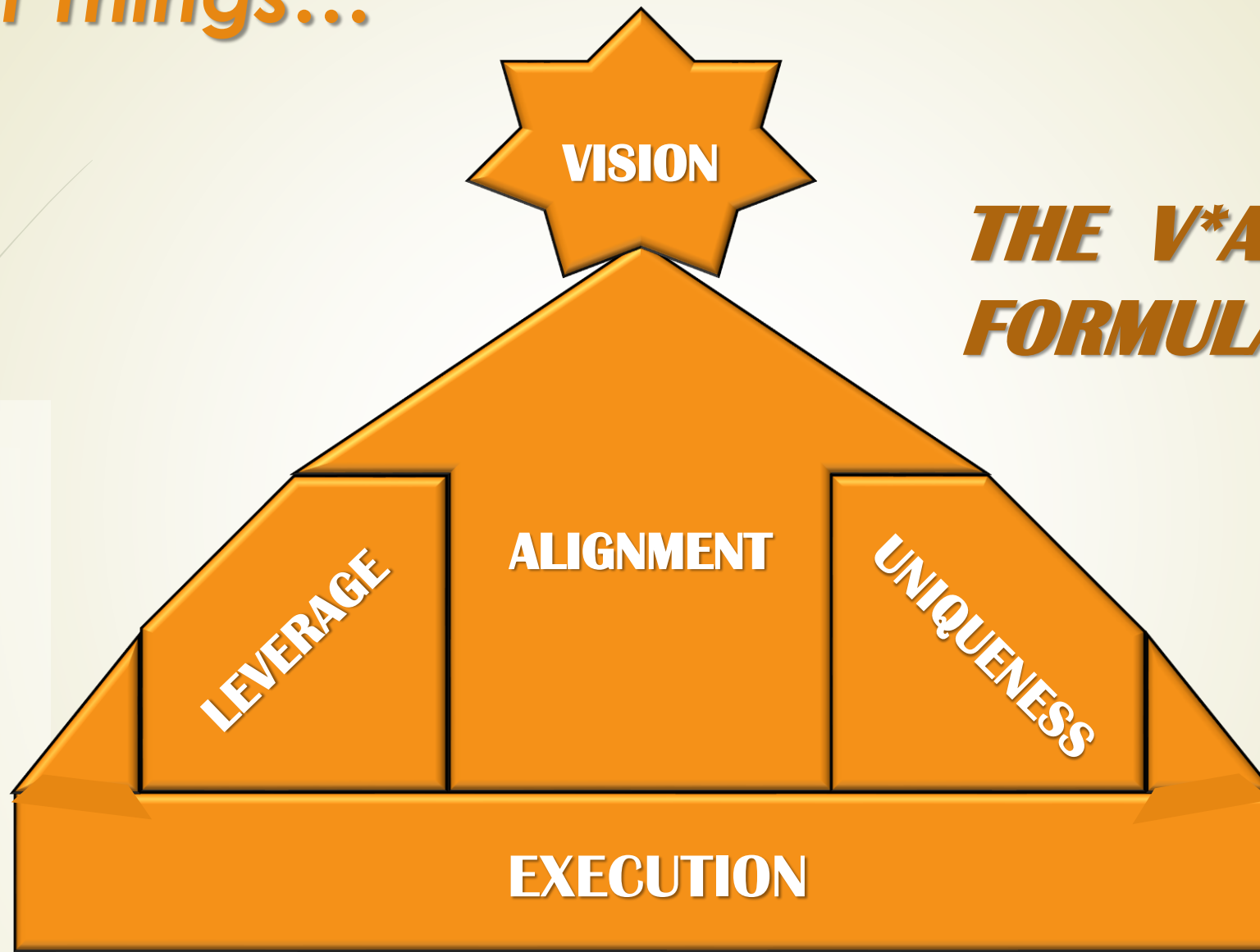


**By:**

- 1. Understanding & increasing our own Capabilities**
- 2. Using our internal Resources more efficiently and effectively**
- 3. Leveraging External Resources and Capability**

**To Do More with Less means:**  
**Do MORE of the RIGHT things**  
**WITH**  
**LESS of the WRONG things.**

# The Right Things...



## ***THE V\*A\*L\*U\*E FORMULA™ MODEL***

© Ken Wendle and Edify ITSM, Inc. 2019





# Vision

*"Where there is no vision, there is no hope."  
- George Washington Carver*

# What is a Vision?

*A vision statement is an aspirational sentence (or two) which captures the essence of what you are all about as an individual or organization.*



**VISION**

# Why is it so important?



- 1. A Vision provides you with your purpose.**
- 2. A Vision drives you to establish meaningful goals.**
- 3. A Vision leads you to ways to accomplish your goals.**
- 4. A Vision can help you stand out from your competitors**
- 5. A Vision compels you to achieve your goals**



# Whose Vision Statement?



**“To become the world’s most loved,  
most flown and most profitable airline.”**

**“To create a better every-day  
life for many people.”**

**“A world without Alzheimer’s disease.”**

# Crafting your Vision Statement.



- **Vision statement: “future-based”**
  - **“To be, to become, to create”**
  - **Inspire and provide direction internally**
  - **"Where is our organization going?"**
  - **Inspirational, aspirational.**

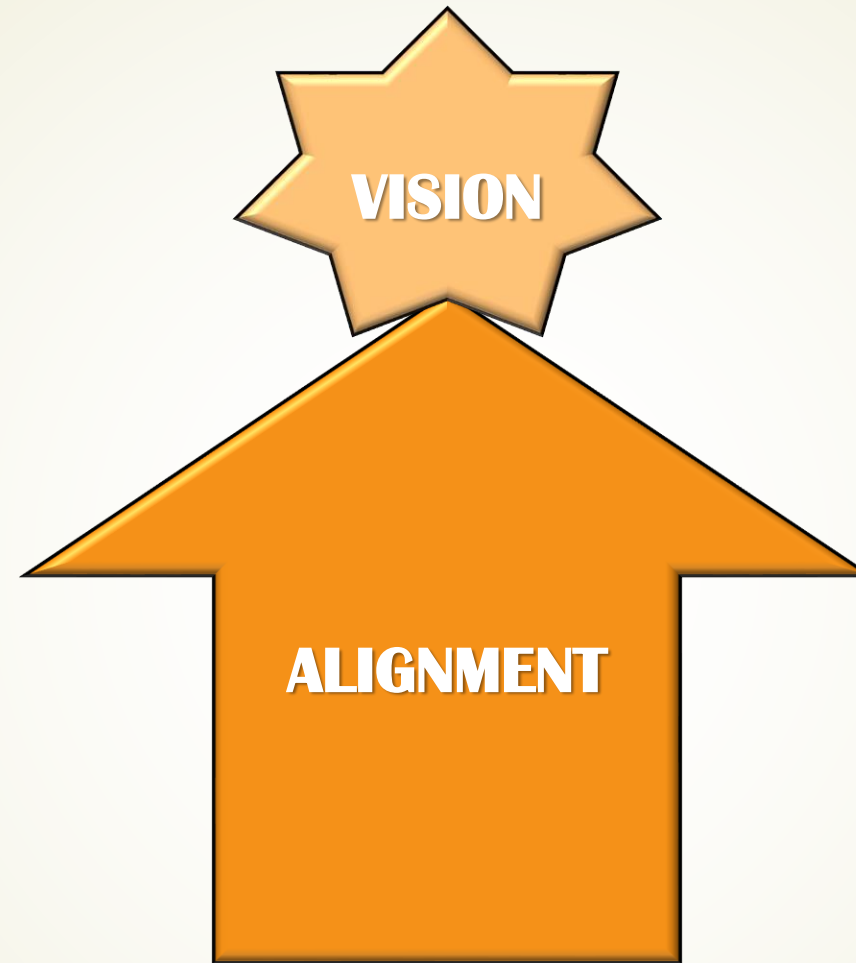
# Alignment

***“Building a visionary company requires one percent vision and 99 percent alignment.”***

**— Jim Collins and Jerry Porras**  
**Authors: “Built to Last”**

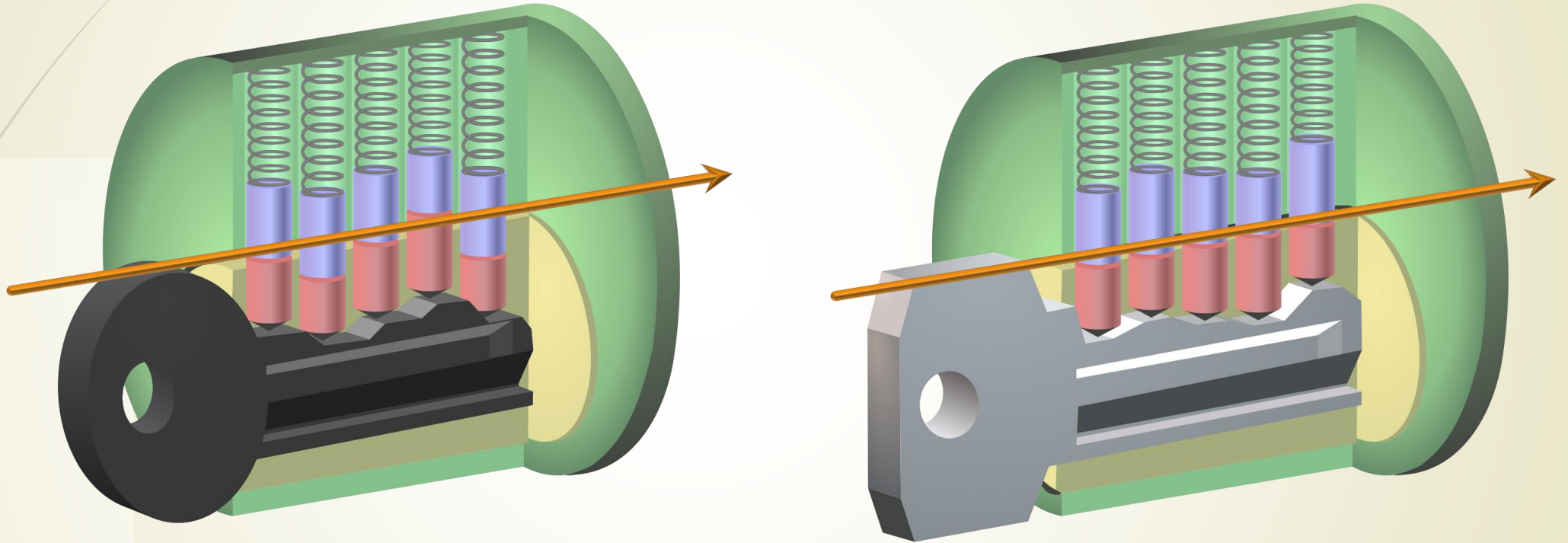


# What is ALIGNMENT?



**Alignment is  
“putting all the  
wood behind  
one arrow”.**

# Why is it Important?



# Aspects of Alignment



- **Alignment TO Vision**
- **Alignment TO Customers**
- **Alignment TO Core Values**  
**accomplished BY**
- **Alignment OF Activity**



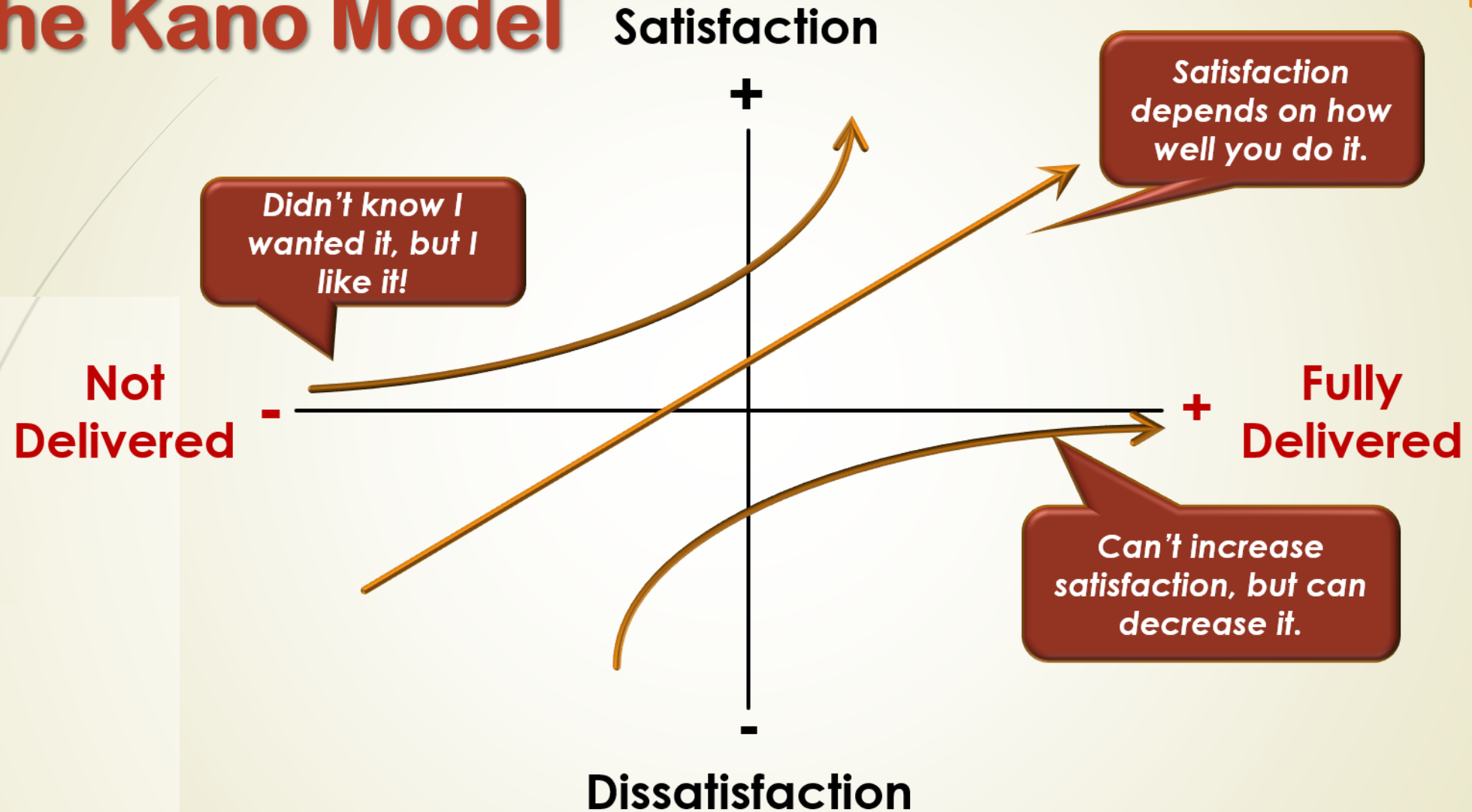
# Alignment to Vision





# Alignment to Customers

## The Kano Model



***“One of the saddest things in life is to forget why we started doing something in the first place.”***

# Alignment OF Activities

***“The most important thing  
is to keep the most important thing  
the most important thing!”***

**Must do**

**Opportunity**

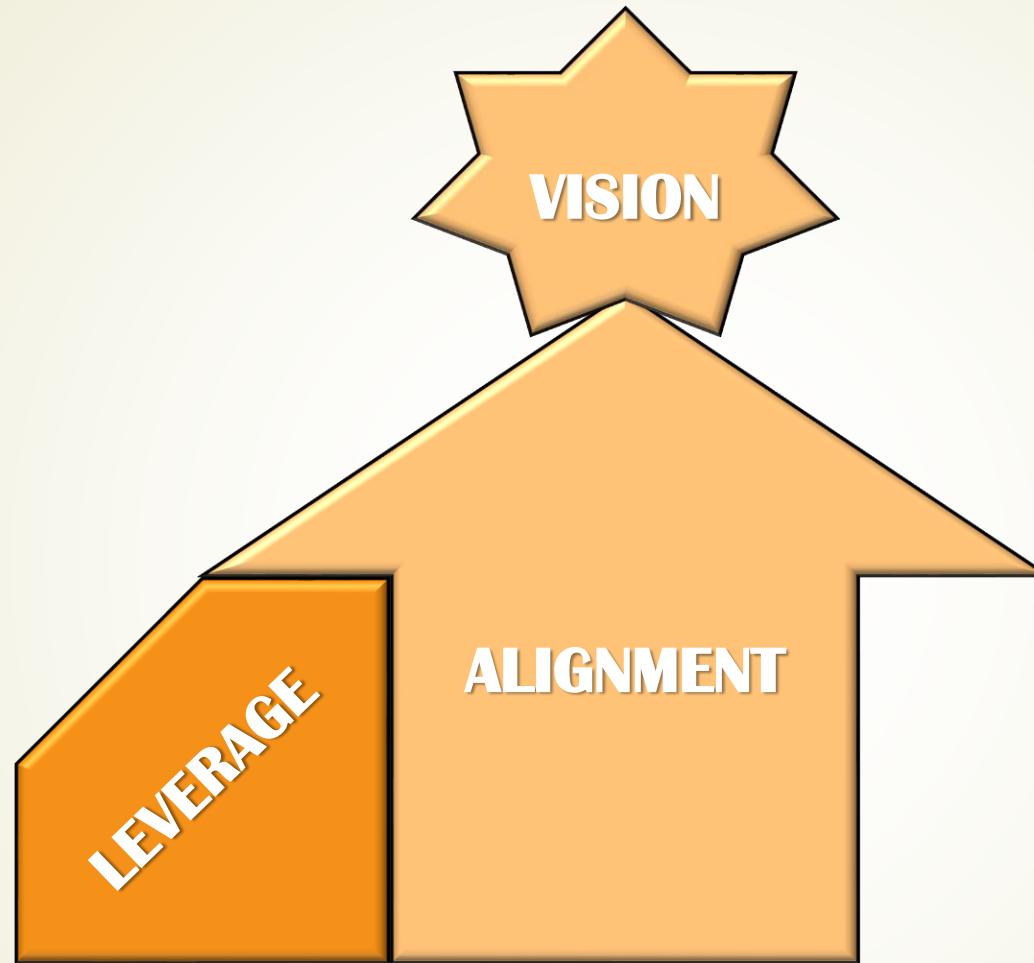


# Leverage

*“Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.”  
- Archimedes*



# What is Leverage?



***“Leverage is gaining an advantage by using something.”***

# Why is it important?

**Leverage can make a difficult job easier  
and a seemingly impossible task possible.**



# Facets of Leverage



- 1. People**
- 2. Organizations**
- 3. Process**
- 4. Tools & Technology**

# Leveraging People: Your “Network”

- **Leverage  $\neq$  Use**
- **Examples:** Former (or current) boss, Lawyer, Accountant, Experts in any field
- **Don’t be afraid to ask!**
- **What keeps people from asking?**



# Leveraging Organizations

- **Examples: Clubs, Trade and Industry Associations, Professional clubs, Suppliers, Partners**
- **Training and Educational Organizations**
  - **Example: ITSM Academy**
  - **Increase knowledge and skills**

# Leveraging Process

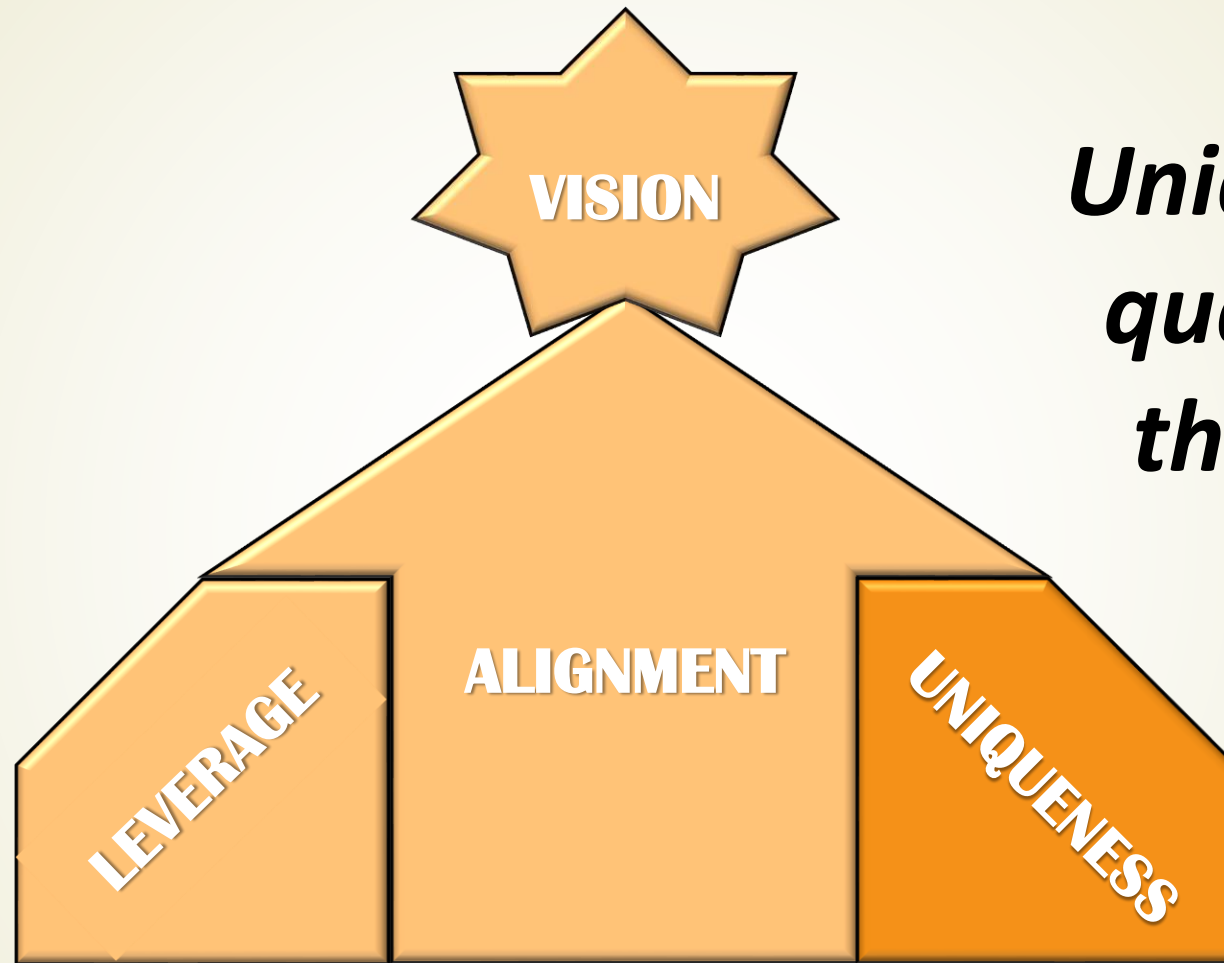


- Process as a “Machine”
- Even “good” processes can be improved
- Automation:  
Don’t “velocitate the crap”!

# Uniqueness

***"Different is better than better is better."***  
***- Sally Hogshead, Author "Fascinate"***

# What is Uniqueness?



***Uniqueness is the quality of being the only one of its kind.***



# Why is it important?

Uniqueness allows you to  
“stand out from the crowd”.



Why fit in  
when you  
were born  
to stand  
out?

-Dr. Seuss

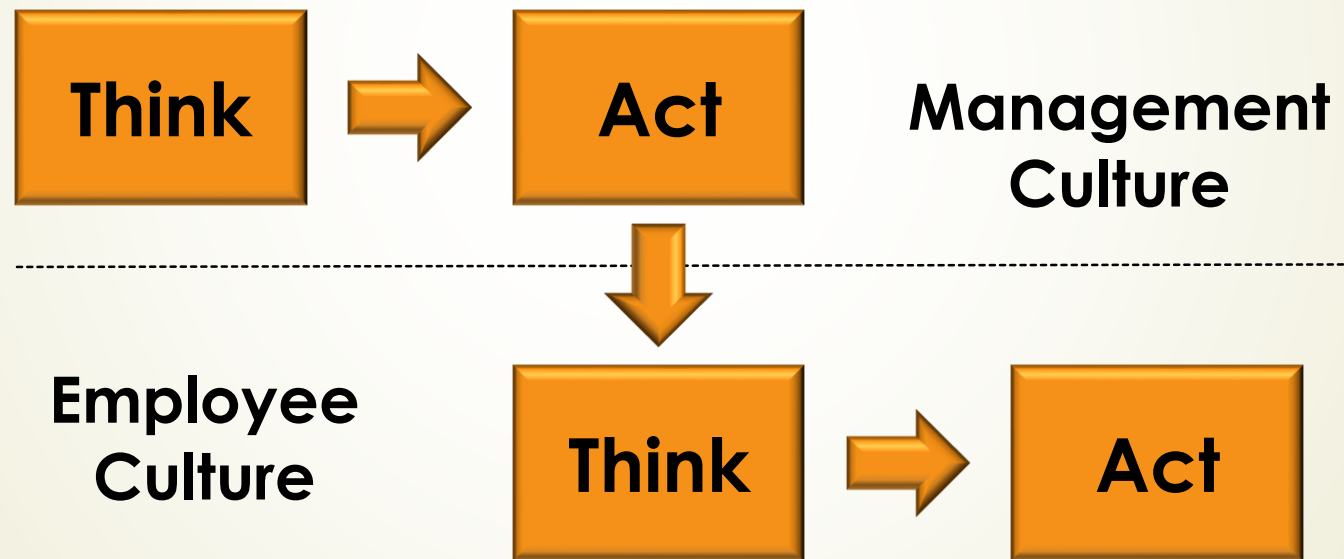
# Facets of Uniqueness



- **People:**  
**People ALWAYS make the difference!**
- **Philosophy:**  
**How do you do what you do?**
- **Environment:**  
**What does it say about you?**
- **Culture...**

# ...The Facet of Culture

***“An organization’s culture becomes evident in several ways, but to a significant degree, culture manifests itself through behavior.”***



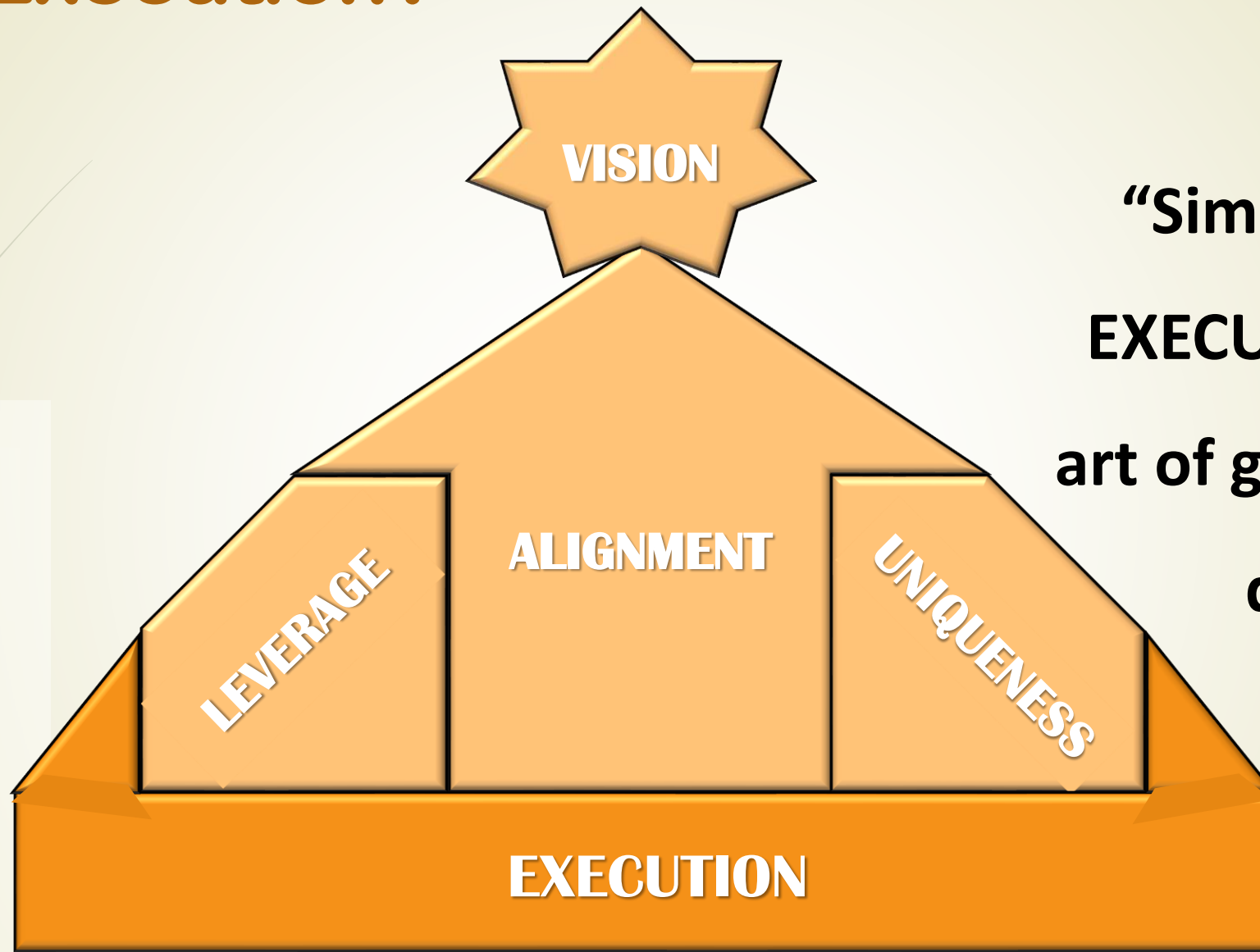
# Execution

***“Execution is **THE** great unaddressed issue  
in the business world today.”***

***– Ram Charan, Author: “The High Potential Leader”***



# What is Execution?



“Simply stated,  
**EXECUTION** is the  
art of getting things  
done.”

# Why is it important?

**Execution is the “secret sauce”. Without Execution no value is generated.**

**Vision without Execution is a pipe dream.**



# What gets in the way?

- **10% - technical**
- **20% - financial**
- **30% - people**
- **40% - politics**

Behavior HELPS  
Business Goals

Behavior HURTS  
Business Goals

Behavior HELPS  
Personal Goals

Behavior HURTS  
Personal Goals

**Winner**

**Martyr**

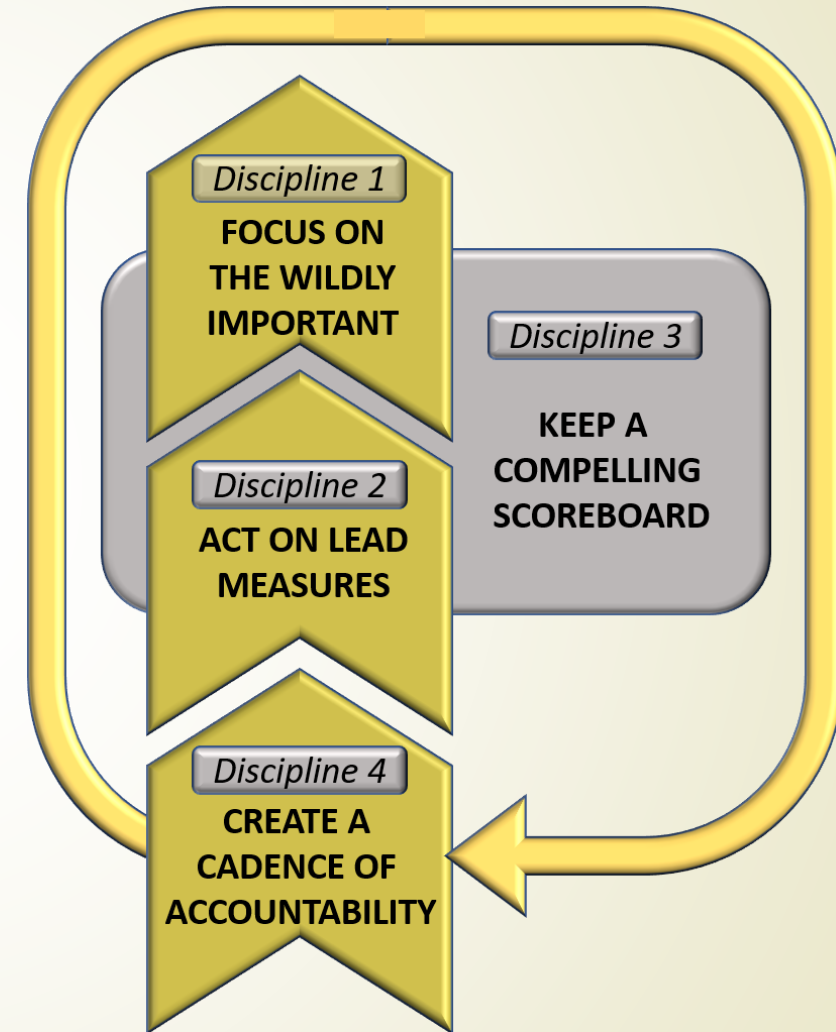
**Sociopath**

**Dimwit**

# A Process for Execution

People need to:

1. know what the goal is
2. know what they need to do to achieve it
3. know where they are in relation to achieving it
4. hold themselves and team-mates accountable for its achievement

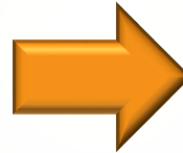




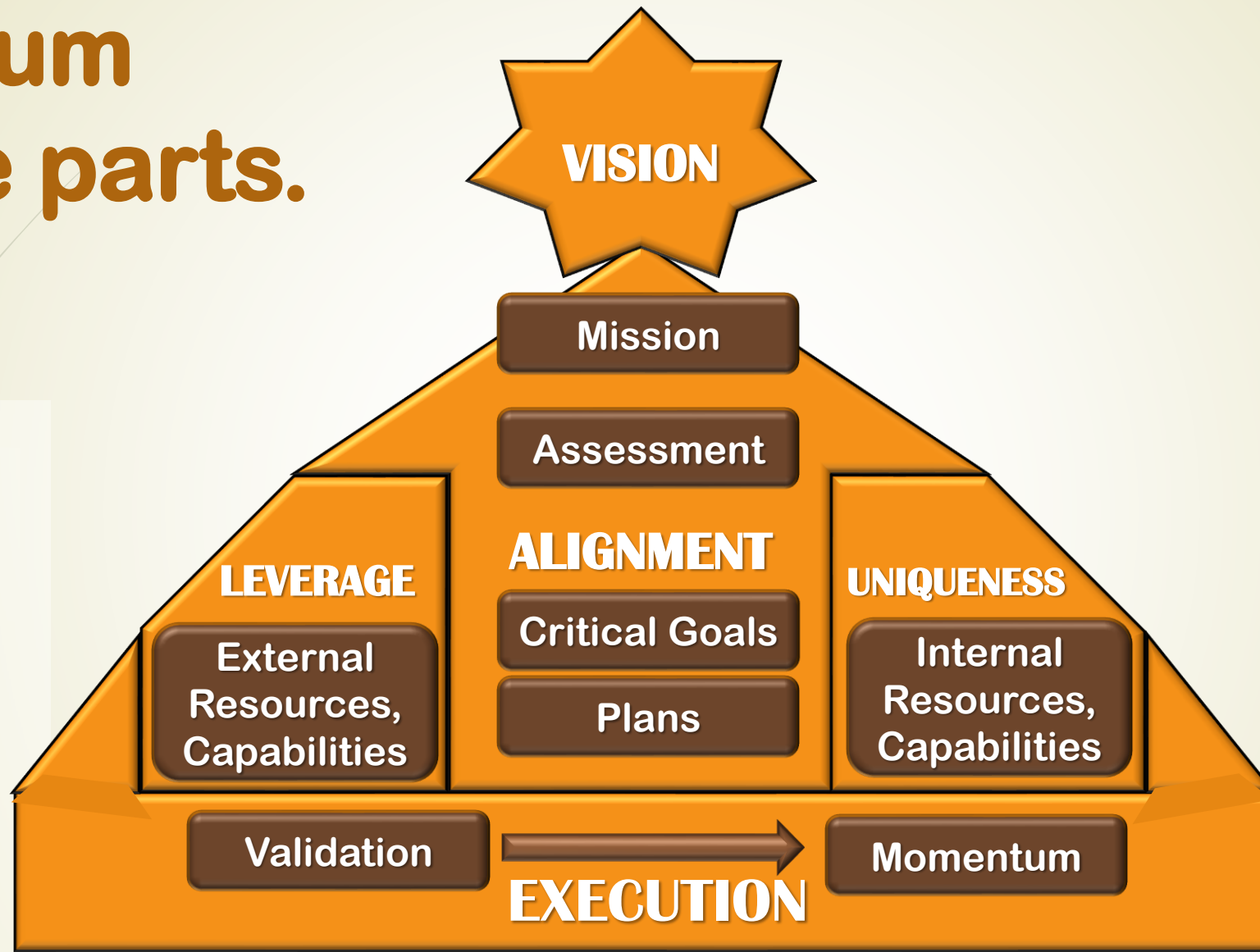
# Pulling it together Keeping it together

“The secret to success in business is synergy.”  
— Farshad Asl

# It doesn't take some of the parts. It takes the sum of the parts.



The sum  
of the parts.



© Ken Wendle and Edify ITSM, Inc. 2019

# One Final Thought



***“Not all of us can do great things.  
But we can do small things with  
great love.”***

***- St. Mother Teresa of Calcutta***



# Feedback is a blessing. Please stay in touch!



[ken.wendle@edifyitsm.com](mailto:ken.wendle@edifyitsm.com)

[thevalueformulabook.com](http://thevalueformulabook.com)



@kenwendle



Ken Wendle

