

8-WEEK ONLINE   
 CERTIFICATION PROGRAM  
**VALUENET WORKS™**  
 PRACTITIONER

*INCREASING PROSPERITY  
 THROUGH VALUE NETWORKS*

Each session is supported with a learning module from the online *Verna Allee Toolkit™*. The toolkit includes an assessment for knowledge complexity, guidelines for mapping and conducting a *ValueNet Works™* analysis, case studies, a library, and a simple but powerful *ValueNet Works™* application. The application is interactive, java-based, and user-friendly.

**What is a Value Network?**

A web of relationships that generates economic or social value through complex dynamic exchanges of both tangible and intangible goods, services, and benefits.

**Who can use this methodology?**

Anyone serious about building strategic capabilities in organizations – business, government, or civil society.

**When can it be used?**

Reconfiguring the organization  
 Business web development  
 Fast-track complex process redesign  
 Evolving purposeful networks and communities of practice  
 At every level to develop scorecards & drive decision making

**Why use this and not something else?**

Process modeling doesn't show people or intangibles.  
 Social network analysis doesn't show how the business works.  
 Value network analysis shows it all – and more!

**Key Themes**

- Enterprise as a living system
- Value Networks
- *ValueNet Works™* approach
- *HoloMapping®* model building
- Exchange Analysis
- Impact Analysis
- Value Creation Analysis
- New Business Fundamentals

<http://www.vernaallee.com>

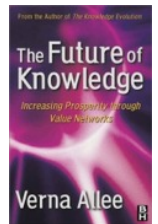
<konvergeandknow>



- Co-led by Verna Allee and Dr. Oliver Schwabe.
- Using the <konvergeandknow> *Verna Allee Toolkit™*.
- Based on Verna's methodologies and latest book, *The Future of Knowledge: Increasing Prosperity through Value Networks*.
- With online facilitation by Oliver Schwabe, Ph.D., Eurofocus International Consultants, Ltd.
- Delivered in "action learning" format over IP platform with e-mail and telephone support.
- Participants apply the methods to their own work or business situation.



Verna Allee is recognized worldwide for her work in value networks, business strategies, intangibles, communities of practice, and new business models. She is a practitioner, thought leader, author, and frequent keynote speaker. With her value network of colleagues, she works with a variety of organizations, local, multi-national, and global action networks.



<konvergeandknow> is a Toronto firm that develops fully integrated knowledge strategies based on optimized business processes and custom technology solutions. Among many products, they produce a series of online toolkits as a support system for creating knowledge-focused strategies within organizations.

Online facilitator, **Oliver Schwabe**, Ph.D., has delivered more than 100 online courses to more than 1000 participants in approximately 67 countries and is probably one of the most skilled and exciting online facilitators available today.

The collage features several key elements:
 

- Top Left:** A screenshot of the ValueNet Works™ software interface showing a network diagram with nodes and connecting lines.
- Top Center:** The book cover for 'The Knowledge Evolution: Expanding Organizational Intelligence' by Verna Allee.
- Top Right:** A screenshot of the 'Verna Allee Toolkit' website, showing a navigation menu with options like 'About the Toolkit', 'Value Networks Primer', and 'ValueNet Works™ Analysis'.
- Bottom Left:** The book cover for 'The Future of Knowledge: Increasing Prosperity through Value Networks' by Verna Allee.
- Bottom Center:** A screenshot of a 'RiskRank' table with columns for 'RiskRank', 'Description of Risk', and 'Risk Parameters'. The table lists various risks such as 'Loss of key people', 'Loss of knowledge', and 'Loss of reputation'.
- Bottom Right:** A portrait of Oliver Schwabe, Ph.D., the online facilitator.

8-Week Online Certification Program  
**ValueNet Works™ Practitioner**  
*Increasing Prosperity through Value Networks*

**Week 1 – Three levels of Knowledge Mastery**

Achieving success in the knowledge economy requires new understanding at the strategic, tactical, and operational levels.

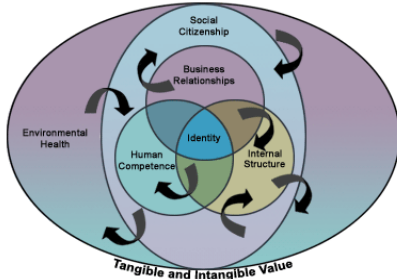
**Week 2 – Knowledge Complexity**

Different modes of knowledge complexity require different tools, methods, and ways of working.



**Week 3 – The ValueNet Works™ Approach**

The value network approach requires a thorough appreciation of intangibles as assets, as negotiables, and as deliverables. Mapping both tangible and intangible exchanges moves beyond process views to consider value creation as a dynamic living system.

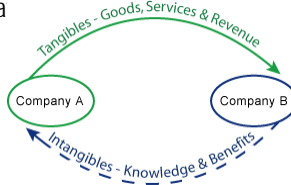


*“Through Verna’s writing and practice, intangibles become tangible and the invisible becomes visible. Exposure to Allee’s models and methodologies will help any practitioner to systematically expose, expand and act upon the domain of value creation for themselves, their organizations and for their customers.”*

– Charles Armstrong, CEO, S.A. Armstrong Limited, Canada

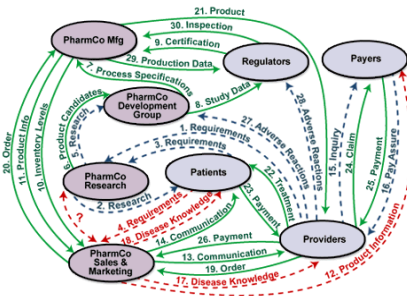
**Week 4 – HoloMapping®**

Three simple elements can be used to map the value dynamics of work groups, business functions, business units, business webs, and purposeful networks.



**Week 5 – Exchange Analysis**

Once value exchanges have been mapped, the initial analysis is to understand the patterns of exchange across the whole system. The Exchange Analysis poses questions that will surface bottlenecks, imbalances, and missing links or relationships.



**Week 6 – Impact Analysis**

No single participant in a value network or organization can manage the whole system. What people can and do manage are their inputs and outputs. The Impact Analysis considers all the value inputs a participant or group receives and their impact on the organization, including cost/benefit analysis.

**Week 7 – Value Creation Analysis**

The Value Creation Analysis, like the Impact Analysis, is conducted from the perspective of a single participant or group. Value outputs are evaluated by linking value-creating activities to tangible and intangible scorecards. Participants can then identify high value activities and evaluate them from a cost/benefit perspective.

**Week 8 – The New Business Fundamentals**

The value network approach puts people front and center as the active agents for value creation. Only a thorough understanding of value network dynamics and new ethical underpinnings will enable people to engage in negotiated self-interest with other participants in a way that supports the health and vitality of the whole system.

**<konvergeandknow>**



**Overview**

Weeks 1 and 2

*Enterprise as a living system*

Weeks 3 and 4

*The ValueNet Works™ approach*

Weeks 5 and 6

*Linking business activities to tangible and intangible scorecards*

Weeks 7 and 8

*Progressing to a more self-managed work environment*

By the end of the course participants will have conducted a full ValueNet Works™ Analysis.

Successful completion of the course is accompanied by formal certification by Verna Allee Associates as “Certified ValueNet Works™ Practitioner.”



*For details, contact Oliver Schwabe*  
 Eurofocus International Consultants Ltd.

Wassergasse 14, 55234  
 Wendelsheim, Germany  
 Tel +49 170 9053671  
 Fax +49 6734 916776



[oliver.schwabe@euro-focus.com](mailto:oliver.schwabe@euro-focus.com)

