



Key Lesson:

THE 18 VALUE DRIVERS

The most holistic approach to understanding a business from every angle.

Two types of Drivers

The Drivers are broken into two types: **Market Drivers and Operational Drivers**. This way we ensure the most holistic approach to viewing the business from every angle.

The Market Drivers

It may be helpful to think of these drivers as 'external'. Market drivers often relate to how your business operates compared to others in the same industry. Think of these drivers as they relate to sales, your product, your competition, and external factors. While these external forces may be out of your control, the more you are aware of them the more compelling your business will be.

The Operational Drivers

These drivers relate to all of the factors within your business. They are sometime referred to as the 'internal' drivers. While most business owners tend to naturally focus on these drivers when running the business, they are also some of the most elusive. These drivers rarely present themselves in obvious manners and most pose difficulties even when you have a team who is responsible. Most business owners are not surprised when one of these drivers pops up as a top Value Gap issue.

Years of development

The 18 Drivers have taken many years and countless professionals to tease out the most important aspects of a business. These drivers have been tested on thousands of business in **all industries** and relate to everything we do.

Every angle of the business

In order to view your business from every possible angle, ValuCompass developed the 18 Driver System. This ensures that we are taking into account all aspects of the business, no matter the industry, size, or location.

The 18 Value Drivers

Below is the list of the ValuCompass Drivers

Market Drivers

- Growth
- Potential Market
- Market Share
- Recurring Revenue
- Barriers to Entry
- Product Differentiation
- Brand
- Margin Advantage
- Customer Diversification

Operational Drivers

- Company Overview
- Financial
- Sales & Marketing
- Operations
- Customer Satisfaction
- Senior Management
- Human Resources
- Legal
- Innovation



The business should run like a finely tuned engine. All parts running in perfect synchronization for optimal performance.

Interested in learning more?
Let's chat!

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