

Strategic Technology and Innovation Management Programme 2018

# Visualisation of value

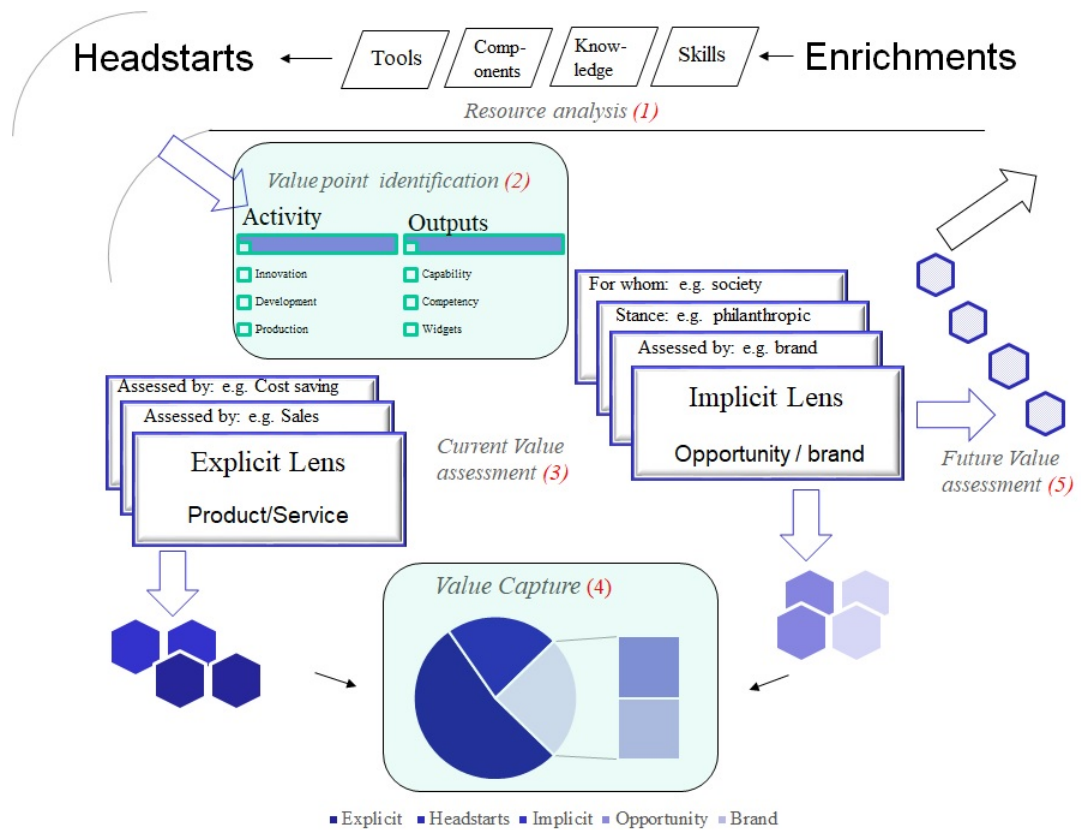
## Aims

- To create tools to assist companies in communicating implicit value
- To gain understanding of visualisations that assist companies in communicating value .

## Progress

- Development of a tool following discussions and input from companies and review of literature.
- In-depth workshops trialling the tool with four companies

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Process for assessing value ready for visualisation

## Input from discussion and literature review

- Repeatable process required if it is to be used across different projects
- Contextual viewpoints or lenses are a good way to extract information from the outputs of a process
- Simple and well-known graphical representations will help engage managers and financiers

## Main points from workshop report

- Preparation to set context requires review meaning of value, ie. For whom, Of what
- Stakeholders are then ready discuss and identify where value resides and how it could be captured. A storyline can be formed
- Examples of simple graphs, e.g barcharts, line graphs etc. help participants with the visualisation. Story lines can connect different graphs