

2018 Strategic Technology & Innovation Management Programme

Visualising Value

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Industrial Need

Understanding and communicating value is a well-recognised need within any business. Managers consider how to add value, capture value and create value, for example. The term value has many uses and the meaning of dependent on context. Communicating value is therefore difficult to achieve. Visualisation is a tool that has been used to assist companies communicating ideas that are complex.

This project investigates visualisation and how it may be of use in communicating value.

Expected deliverables

- Literature review to identify relevant visualisation approaches
- Report on company engagements
- Summary of analysis of results from literature and practice review

Engagement opportunities

Input from STIM companies is requested as follows;

- Examples of visualising value
- Examples of situations where visualisation could help them overcome communication difficulties.

All input will be fed in the STIM project deliverables

Engagement is expected to occur through STIM network sessions

Approach

This project is based on previous STIM work into the identification and capture of value and will examine:

- Examples of visualisation of value as reported in literature and from practice
- Approaches to visualisation that could assist with the visualisation of value

The aim of this project is to determine how visualisation could assist in overcoming the difficulties highlighted in the previous research.