ValueNova

Value Engineering as a System, Not a Slide

Diagnose where your value practice actually sits—and what it takes to level up. Benchmark against the four maturity stages.

EXECUTIVE SUMMARY

The Maturity Spectrum

Most organizations treat value engineering as a deliverable—a slide, a spreadsheet, a one-time artifact. Leaders treat it as a system—a continuous capability that compounds over time.

1

Stage 1: Ad Hoc

Value work happens when someone takes initiative. No standards, no processes, no accountability. Quality depends entirely on individuals.

2

Stage 2: Repeatable

Basic templates and processes exist. Some institutional knowledge is captured. Quality is more consistent, but still varies significantly.

3

Stage 3: Managed

Formal systems govern value work. Metrics track quality and impact. Continuous improvement is happening. New team members can be productive quickly.

4

Stage 4: Optimized

Value engineering is a strategic capability. It's integrated with go-to-market motion. Insights flow back to product and strategy. The system gets better with every deal.

Most organizations are at Stage 1 or 2. Getting to Stage 3 is achievable with focus. Stage 4 requires sustained investment and executive commitment.

SECTION ONE

The Slide Trap

The "slide trap" is treating value work as a deliverable rather than a capability:

1 **Build from Scratch**
Business cases are built from scratch for each deal, with no reusable components or institutional knowledge.

2 **Quality Variance**
Output quality depends entirely on who builds the model, creating inconsistent customer experiences.

3 **One-Time Artifacts**
Value artifacts are created once and never updated, missing opportunities to prove and improve.

4 **No Feedback Loop**
There's no systematic way to learn from outcomes and improve future projections.

5 **Sales Support View**
Value work is viewed as sales support rather than a strategic capability that drives competitive advantage.

Breaking out of the slide trap requires recognizing that every hour invested in systems pays dividends across all future deals.

ValueNova

Build value as a system.

ValueNova provides the platform for systematic value engineering—from ad hoc to optimized, with the methodology and infrastructure to get there.

www.valuenova.ai