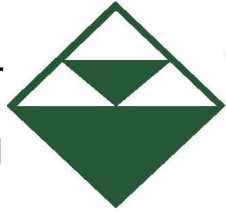


Analyse de la valeur
Canada



Value Analysis
Canada

Benchmarking Study: Factors in Strategic Decision Making

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Presentation Outline

Benchmarking Study:

- What is Benchmarking?

- Study Overview

What We Found:

- Environmental Background

- Problem Identification

- Alternative Strategies

Next Steps & Marketing Recommendations for VAC

Special Thanks to Our Partners

- Alberta Chamber of Commerce

- Grant MacEwan University – Marketing 440 Class

Questions

Benchmarking Study: What is Benchmarking?

- Data Point Comparison
- Objective: to become “best in class”
- Performance Benchmarking vs. Process Benchmarking
 - All performance benchmarking leads to process benchmarking

Benchmarking Study: Study Overview

Developed Questionnaire

Determined Participant Pool – Alberta Chamber of Commerce Database

- Mainly private sector
- Limited public sector – government agencies, NGOs

Data Collection

- Used Google Forms
- Primary Data: 64 respondents, 3 interviews (2 academic & 1 business)
- Secondary Data: Statistics Canada, Databases, Websites (VAC, SAVE, competitors, alternative methodologies)

Results Compilation & Analysis

Findings: Environmental Background

3 Main Environments for Strategic Decision Making

1. For Profit External Consulting Services
 - Major accounting firms, Management Consultants
2. Not for Profit Associations with a single strategy
 - VAC, LEAN, Six Sigma, Total Quality Management (TQM), etc.
3. Internal Decision Making Units
 - Executives, Middle Management, Subject Matter Experts

Findings: Problem Identification

Percent that identified** their **current** decision-making process as being:

Cost Effective	Confident & Conclusive	Transparent	Analytical & Systematic	Creative	Requiring External Consult	Needing Improvement	Fully Satisfying Needs
29%	30%	40%	24%	27%	13%	32%	38%

*** (7-10 out of a scale of 10)*

70% felt they initially understood Value Engineering, but 40% felt they learned more from a cursory explanation – indicating lack of true understanding.

Overall Findings:

Brand Confusion, Academic Brand Personality, Fragmented Market

Findings: Strategy Alternatives

1. Back to Brand Basics

- Simplify & clarify VE and VAC branding and communications

2. Focus on Leveraging Existing Resources

- Leverage existing network to develop regional industry-specific seminars

3. Create External Partnerships and Community

- Reach out to faculty at Universities, find researchers who will develop academic rigor to build trust and awareness of VE

Next Steps: VAC

Go Back to Brand Basics - Chosen due for fit with a volunteer organization & limited resources.

- Create brand awareness & build trust
- Brief verbal explanation of the VE process using a **single term**
- Build trust with **evidence-supported examples** of real-world benefits relevant to specific industries
- Leverages (limited) existing brand loyalty

Laying the foundation for future marketing strategies.

Next Steps: Focuses

Short Term:

- Brief, effective communication.

Next Quarter:

- Basic website revamp, channel integration, surveys
- Industry-specific communications

Six Month:

- Web development, tracking metrics, brand guidelines
- Local and regional seminar and workshop development

Long Term:

- Continuous survey-based improvement, development of external partnerships

Special Thanks: Our Partners

Alberta Chamber of Commerce

- Jason Leslie

Grant MacEwan University

- Professor Darryl Moore

Marketing 440 Class:

- Quinn Candler
- Tristian Galang
- Daniel McGillis
- Amity Wong

Looking Forward:

Continue benchmarking studies – develop landscape for VE.

- Expand current data
- Survey current member organizations
 - What we're doing well
 - What we can improve
- Partnership with MacEwan Market Analysis Courses

Questions & Discussion

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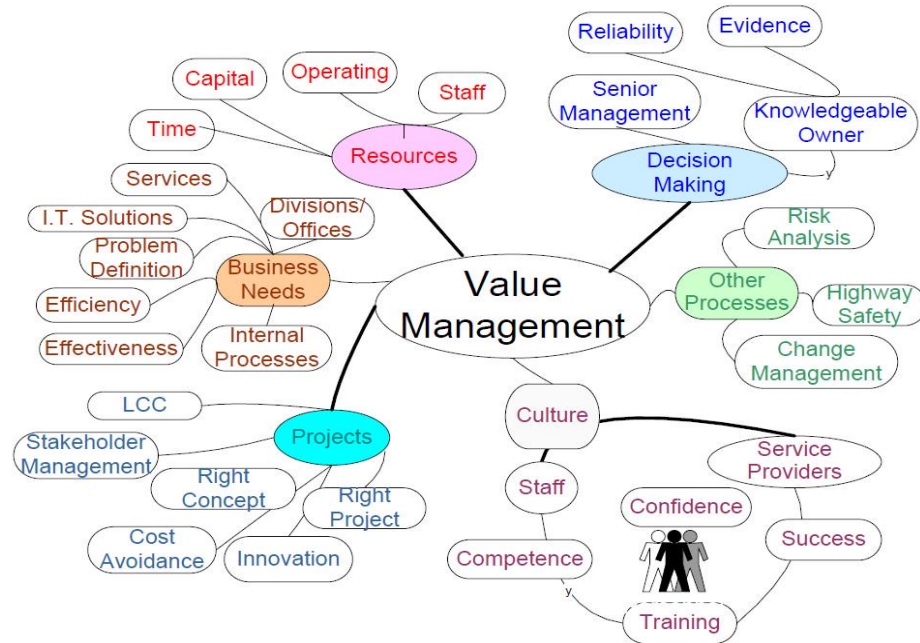
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Strategic Decision-Making Models

- Value Management
- Alberta Transportation Model
- Top – Down Approach
- Business Models – ROI – NPV – Others
- Formula with weighted factors
- Subject Matter Expert – Executive Decision Makers
- Others?

Where Does Value Management Fit in?



Value Study Process

