



**ANALYSE DE LA VALEUR
VALUE ANALYSIS
CANADA**

Sponsored Webinar Series



Title:	Value Design, the best of 3 worlds: Business Analysis, Design Thinking and Value Analysis.
Date: Time: Registration: Language: Website:	Tuesday October 22, 2024 9:00 (PST), 10:00 (MST), 12:00 (EST), 14:00 (AST) Register here French www.valueanalysis.ca
Abstract:	Value Design builds on the strengths of Value Analysis, Design Thinking and Business Analysis to improve outcomes in any business, service, product or project. Based on applied research and development in value analysis, design thinking, and business analysis, Value Design integrates Value Analysis, Design Thinking and Business analysis. The benefits of integrating these approaches will be illustrated through case studies.
Presenter:	Cédric Berger
Biography: 	<p>Cédric Berger, has a Double Masters degree in information systems and Design and in Business Administration and Economics from ESSEC-Paris. He is a certified BA Professional CBAP® delivered by IIBA® and Value Methodology Associate VMA® delivered by SAVE® International. For the last 25 years he has dedicated himself to optimizing organizations through operational excellence and process design approaches. He is the author of the AFNOR best-seller “Graphical documentation of processes, Qualigramme methodology” (In French).</p> <p>A Certified Business Analyst Professional and Value Methodology Associate, he accompanies organizations in the (re)design of durable products and services, based on value. He created Value Design™ an original approach which integrates Business Analysis, Design Thinking and Value Analysis.</p> <p>In 2015 he founded the Value University, the first international competency centre for Value Analysis/Value Management and the Swiss Association for Value (SAV+).</p>