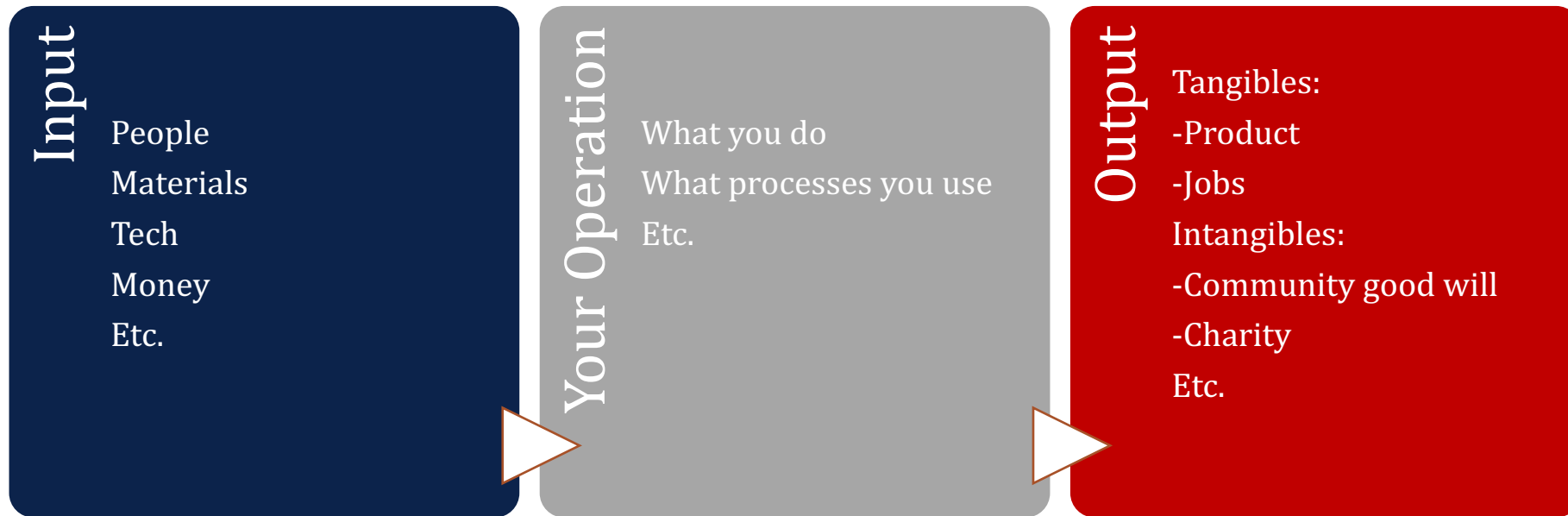


# HOW YOU CREATE VALUE



Consider all the things you can control - what do you need, what you deliver to the marketplace and what processes you use for the transformation?

- On the input side you have money, people, a place to live, and technology perhaps.
- On the output side you have tangible things like your product or service. You might also have some less tangible items - like adding jobs in the community, or giving back.
- In the middle is your operation. It's what you do day in and day out. Consider and include all the necessary functions: sales, marketing, customer service, engineering, finance, legal, leadership, HR, etc. What can you outsource and what should stay in-sourced?