



Demonstrating Stakeholder Value - a values based perspective

The new millennium coincided with the reappraisal of value in UK construction and calls from a wide range of influential individuals, professional institutions and government bodies that the industry must deliver greater value, build customer-oriented cultures and demonstrate corporate social responsibility by protecting the various rights of stakeholders.

This seminar introduces a new approach to stakeholder value delivery and demonstration that has helped project leaders in the pharmaceutical, education and commercial property sectors understand the complex social realities that run along side their highly adept detailed technical processes and solutions.

This seminar will provide you with an understanding of how value trade-offs work at two social levels, between stakeholder definitions of value (in terms of benefits sought, sacrifices made, and resources consumed) and stakeholder descriptions of values (the systems of dynamic priorities held by individuals and used to characterise cultures).

Benefits

Participants will be provided with a new framework to:

- Pro-actively demonstrate stakeholder consultation by integrating stakeholder value judgements into the design process
- Align and integrate individual and team values to motivate value delivery through day-to-day decisions and actions
- Understand diverse stakeholder perspectives and build consensus on solutions that satisfy and build commitment among all stakeholders.
- Demonstrate project and programme improvement

You will also:

- Individually and collectively apply a new approach to understand values
- See how a number of visual and numerical outcomes can stimulate dialogues at the value and values levels
- Understand how to get support

Programme

9.30 – Noon > Overview of VALiD (Value in Design) and how it can be applied

Noon – 3.45 > Apply a new approach to Understand Values using your individual values profiles and learn lessons from its application

3.45 – 5.00 > Compare VALiD to existing Value Management approaches and discuss ways forward



VALiD Framework

Detailed Programme

	Time	Items
Session 1 (Overview of VALiD)	9:30	Registration & Coffee
	10:00	Introduction
	10:15	VALiD in a Nutshell
	11:00	Discussion
Session 2 (Understand Values)	12:00	Review Individual Values in Groups
	12:30	Lunch
	13:00	Review Collective Values and Discuss Values Profiling
	14:30	Case Study: Currie & Brown (Strategic Values in Practice)
	15:00	Case Study: Manchester City Council (Integrating Values in Design)
	15:30	Tea & Coffee Break
Session 3 (Conclusions)	15:45	Compare VALiD to Existing VM Approaches
	16:00	Plenary Discussion
	16:30	Way Forward
	17:00	Finish

Please access the WMCCE website to book your place on <http://www.wmcce.org/event.php?id=VALID250607>

Please note this seminar is restricted to 30 places only so that there can be an opportunity to gain practical experience of the VALiD toolkit. Early booking is strongly advised.