



Enterprise Value Management
Sellafield Ltd,
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Purpose

To build a vision of what Enterprise VM could be

- **What would it achieve?**
- **What work would be done?**
- **What tools would be used?**
- **Who would champion it?**
- **What could we aim for?**
- **How can we engage CEOs & CFOs?**

Start 1.30 pm

Introduction

Form groups of 3 to 5

5 minutes

Share your name and humorous experience of large enterprises

Select funniest story and share

10 minutes

Start 1.35 pm

Top 10 VM priorities for Corporations

Form 2 groups

20 minutes

Build a shared list of corporate priorities for VM

For example, defining value propositions, linking marketing to manufacturing etc

Select your best Top 10 & write on flip chart

Start 1.50 pm

Share & explain your Top 10 VM priorities

2 groups

Present list and give reasons

**10 minutes per group
= 20 mins total**

Start 2.10 pm

Findings from the Survey

Marcus & Teresa present survey findings

15 minutes

Start 2.30 pm

Coffee

10 minutes

Start 2.45 pm

Discussion

How does survey findings align with Top 10s ?

20 minutes

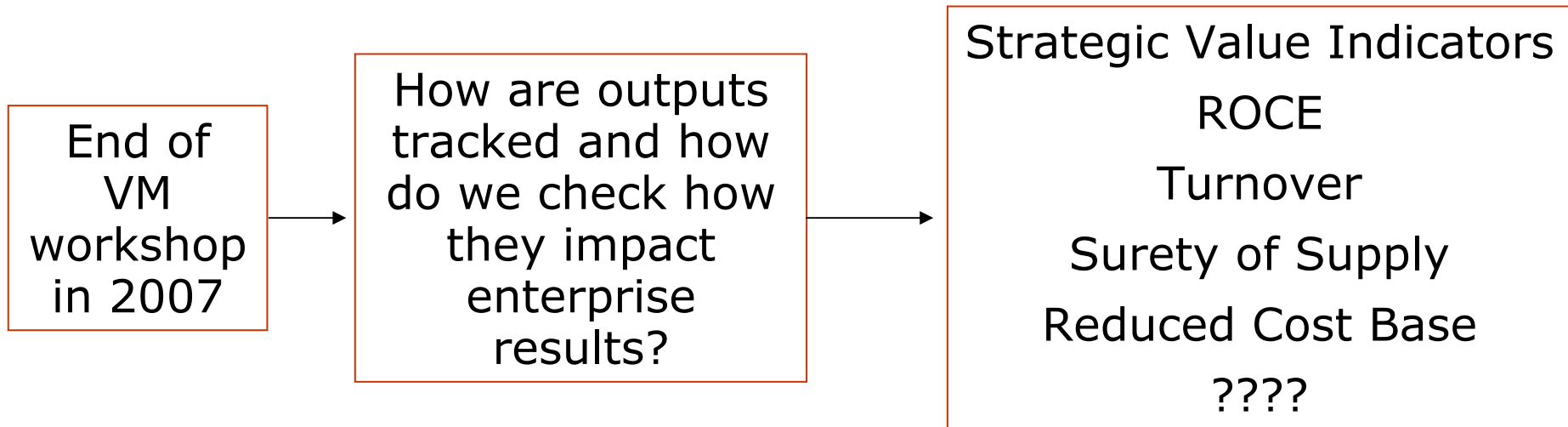
Start 3.00 pm

VM to Value Creation

How does VM currently map to enterprise results?

20 minutes

Create a simplistic process flow diagram as single group



Start 3.20 pm

How can we engage Corporates in the design of EVM

What would have to change in VM to achieve EVM?

20 minutes

What needs to change sooner rather than later?

Start 3.40 pm

Next steps

What deliverables & when by?

15 minutes

Start 4.00 pm

End of session learning

What went well what didn't?

15 minutes

If we had to run this again what would we do differently?

What do we have to do to make sure this is not just a talking shop?

Who will champion actions?

Start 4.15 pm

End 4.30 pm

Questions & Next steps

