

# 0. Value Creation

**Value Creation : Understand how we deliver what matters most.**

## Flash concepts

What is value?	Always focus on customer	Identify value streams
Value is what the customer is willing to pay for—or what moves us toward our purpose.	In Lean we focus on customer-defined value, not just internal KPIs	Identify value streams: the steps from idea to delivered outcome.

## Practices you can start to apply tomorrow

Step	Action items
Define Value Early	At the start of any change, write down the expected customer or business outcome. This acts as a north star.
Eliminate Waste	Encourage teams to identify steps in their processes that don't add value (redundant approvals, waiting times, rework) and target these for change.
Customer Voice	Include feedback from end-users or stakeholders when scoping changes. Their input helps validate that what you consider "value" truly matters to them.
Link to Metrics	Tie each change to a value metric (e.g. load time improvement, error rate reduction, user satisfaction score) so you can measure if value was actually delivered

## Tools and Templates

What	Why and where
Value stream mapping	Let you visualize how value flows to the customer and where waste occurs. See <a href="#">Template Library</a>
Defining economic Value	Gather the economic value through a Business Case <a href="#">(add link)</a>
Put forward that Value as a formal request	The Guardians will be the team responsible for ensuring the value is well documented and you <a href="#">(add link)</a>
Check out how we can help	Checkout our trainings <a href="#">Community &amp; Help</a>

Page owned by	LEMOS, Barbara
Date of content validation	26 May 2025