**Value Net**

Customers

Complementors

Competitors

Suppliers

**Checklist for Change**

**Players Questions**

* Have you written out the Value Net for your organization, taking care to make the list of players as complete as possible?
* What are the opportunities for cooperation and competition in your relationships with your customers and suppliers, competitors and complementors?
* Would you like to change the cast of players? In particular, what new players would you like to bring into the game?
* Who stands to gain if you become a player in a game? Who stands to lose?

**Added Values Questions**

* What is your added value?
* How can you increase your added value? In particular, can you create loyal customers and suppliers?
* What are the added values of the other players in the game? Is it in your interest to limit their added values?

**Rules Questions**

* Which rules are helping you? Which are hurting you?
* What new rules would you like to have? In particular, what contracts do you want to write with your customers and suppliers?
* Do you have the power to make these rules? Does someone else have the power to overturn them?

**Tactics Questions**

* How do other players perceive the game? How do these perceptions affect the play of the game?
* Which perceptions would you like to preserve? Which perceptions would you like to change?
* Do you want the game to be transparent or opaque?

**Scope Questions**

* What is the current scope of the game? Do you want to change it?
* Do you want to link the current game to other games?
* Do you want to delink the current game from other games?

Ask the above questions in an orderly, disciplined way. It’s important to think methodically about the game. Game theory helps you see the whole game. What you don’t see, you can’t change. Using game theory encourages you to try out the perspectives of other players to understand how they will respond to your strategies.

Finding a better game to play doesn’t come at the expense of others. Win-lose is not the only answer. The best strategy has multiple winners. GROW THE PIE.

Business is cooperation when it comes creating a pie, and competition when it comes to dividing up the pie. Being comfortable with this duality is the key to success.

ASSIGNMENT

1. Create a Value Net in PowerPoint for the company assigned to your team. Create five slides: 1) The Value Net graphic above, 2) a list of Customers, 3) a list of Complementors, 4) a list of Suppliers and 5) a list of Competitors.
2. Using the above Checklist, your team is: 1) To answer the above PARTS questions for your assigned company and 2) create a PowerPoint presentation that contains your answers, one slide for each of the five PARTS each slide should have two sections: Current and Possible.
   1. Therefore, slide #6 would be Players, #7 Added Value, #8 Rules, #9 Tactics and #10 Scope. To avoid having too much text on a slide, you might want to divide the PARTS slides into two slides: One slide with Current and a second slide with Possible.
3. Finally, combine the SWOT analysis presentation with your Value Net presentation, with the SWOT analysis slides first, followed by your Value Net slides.