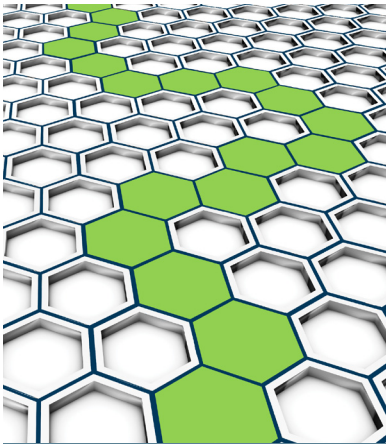
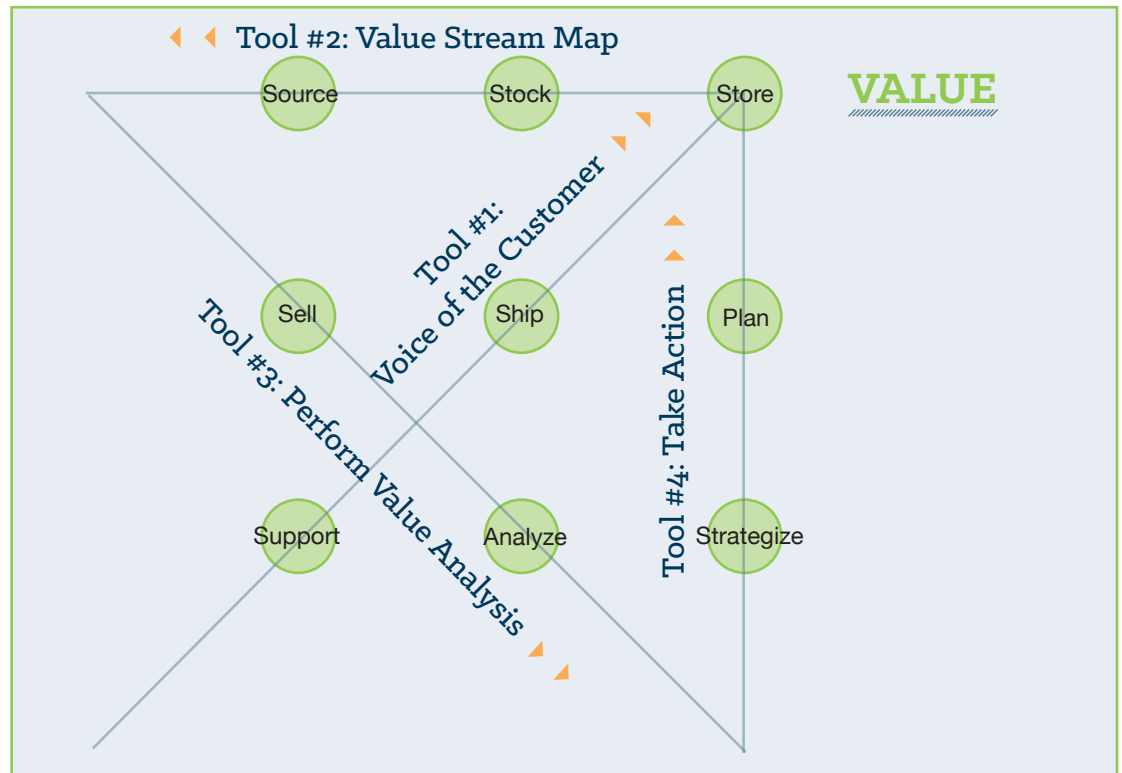


# Connect the Dots to Create Value



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## Tool #1 - Understand the voice of the customer

1. Identify the output (product or service) being evaluated.
2. Brainstorm to identify the external and internal customers of the output.
3. Use interviews, surveys, focus groups, etc., to understand what is essential to the customer.
4. Convert customer understanding into product or service requirements (metrics).

## Tool #2 - Create a Value Stream Map

1. Determine what business process or sub-process to map.
2. Draw the steps in the process.
3. Add the information flow.
4. Collect process data (metrics associated with customer requirements) and connect it to the processes on the map.

## Tool #3 - Perform a Value Analysis

1. From the value stream map, classify each step as value-added, business non-value added, and non-value added.
2. Add up the time spent in each category.

## Tool #4 - Take Action!

1. Eliminate non-value added activities.
2. Verify business non-value added tasks requirements and minimize or eliminate.
3. Optimize and standardize value-added tasks.

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