

ACTIVITIES ALONG THE VALUE CHAIN



MARKETING STRATEGY What we sell, to whom+how	PRODUCT What we sell	BUYERS PERSONNAS AND JOURNEYS	MARKETING REFINERY FLOWS+ PROCESSES	IMPLEMENT TECH such as MA, CRM link, etc.	OPERATE EXISTING and REPORT	MONITOR and IMPROVE PROCESS EFFECTIVENESS
FINANCIAL STRATEGY How we finance business+clients	PRICE How much do we sell it for	NURTURING AND PROMOTIONS STRAEGY	SALES FUNNEL FLOWS+ PROCESSES	IMPLEMENT FLOWS and PROCESSES in MA, CRM, etc.	BUILD NEW ASSETS and PROCESSES AS NEEDED	MONITOR and IMPROVE ASSET EFFECTIVENESS
HR STRATEGY What talents we need, how we'll get+keep them	PLACE Where do we sell, and to whom	CONTENT STRATEGY AND SPECIFICATION	REPORTING SPECIFICATIONS	CREATE REPORTS	RETIRE UNNEEDED PARTS	
OPERATIONS STRATEGY Building it, delivery+service	PROMOTION How we sell, what we say +how we say it	LEAD DEFINITION AND PROCESS	BUILD CONTENT	TRAIN CLIENT	ONGOING TRAINING	
R+D STRATEGY What assets we build and how		CONSOLIDATED S+M FUNNEL STRATEGY	PROCURE TECH ie., MA, CRM, add-ons, etc			
PROCUREMENT STRATEGY Assets, supplies what+how		MA+CRM STRATEGY Including training	CLIENT TRAINING PLAN			

- AFFECTS
- DOES NOT AFFECT
- CORE ACTIVITY
- MANAGES
- OPTIONAL