



# The Value Model

Delivering state-of-the-art product concept to engineering to manufacturing framework

**Event hosted by Ganges Consulting in association with Engineers Australia**

On Thursday 8 November 2012 - 8AM Registrations for workshop 8.30AM to 4 .00PM

At Engineers Australia Harrick Auditorium, Ground Floor 8 Thomas Street Chatswood, NSW 2067

(Refreshments & Lunch will be provided)

Ganges Consulting in association with Engineers Australia is pleased to offer a one-day hands-on workshop on The Value Model led by Per Lindstedt. Per is a well known Swedish engineer, designer and innovator as well as author of the book The Value Model ([www.valuemodel.com](http://www.valuemodel.com))

### **Giving Australian product designers a leading edge framework for success**

This one-day workshop is aimed at small and medium and large engineering enterprises where product design and its manufacture are at the core of their business.

The program is for product and process designers, business development, marketing and sales engineers. At this workshop, participants would get to rethink their current framework of product design and adapt the Value Model as the main plank to engender seamless cross-functional operations with the "Customer" at the core.

With the Value Model process from concept design, development and manufacturing, companies would reap the benefits of enduring customer value and sustainable long term growth.

### **Who should attend?**

Owners and senior executives, product managers, business development managers, development engineers, marketing and service engineers of small, medium or large organisations currently faced with growing competition and eroding margins/market share would benefit from this workshop.

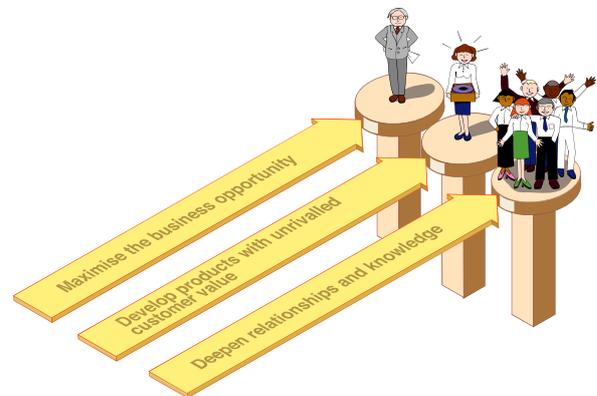
The only pre-requisite is for participants to be willing to reassess critically their current approach to customer needs, both articulated and unmet at the present time.

### **What will the program cover?**

At this workshop, participants would do a number of exercises on their own product. It is more powerful than some other frameworks such Blue Ocean Strategy and is particularly well suited for a product oriented company, software houses included.

The customer value concept would be distilled right down to the engineering level and linked it to TRIZ (a model many product people would be familiar with).

In addition, it would also challenge attendees to think differently about their overall business model in developing compelling value for their customers.



### **Would there be support after the Workshop?**

The program is designed to help make long-term growth and improved profitability for Australian firms. On-going support at modest cost is available from Ganges Consulting to ensure that the Value Model is internalised and well supported for long term success.

### **Net Cost to each participant**

\$ 750/- per attendee with a 10% discount for 3 or more attendees from the same company. The Value Model book can also be ordered (\$210/-).

There are strictly only **20 places** available for this workshop and hence early booking is encouraged.

### **Register online at:**

[engineersaustralia.org.au/events/value-model](http://engineersaustralia.org.au/events/value-model)

### **For Further information contact**

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