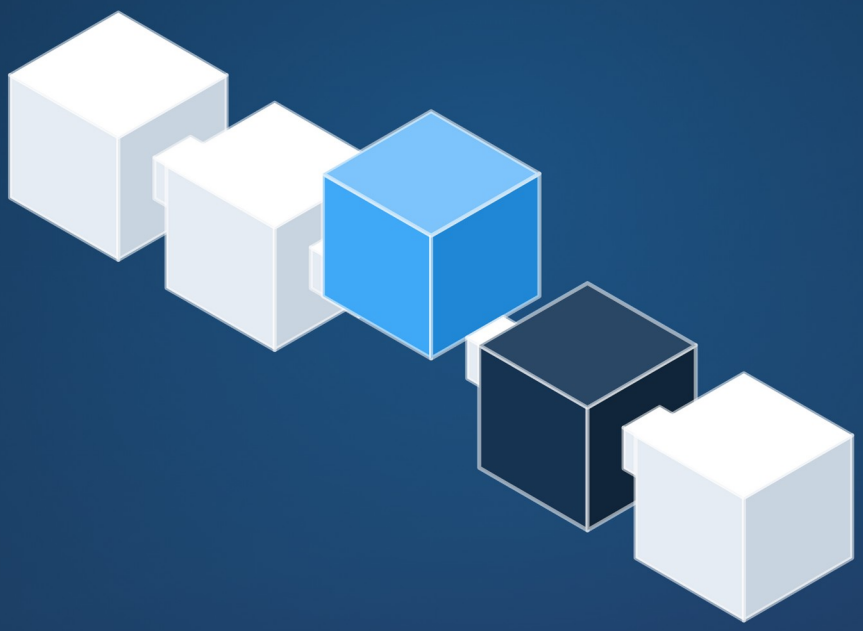
OPERATIONS INSIDER

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THE MANAGER'S VALUE CHAIN CHECKLIST

Twenty checks for innovating the whole value chain, not only the product.



INNOVATE THE MODEL, NOT ONLY THE PRODUCT

Value Chain Innovation Checklist

Redesign how value is created, delivered and captured. Twenty statements in four blocks, one block for each part of the Innovation of the Value Creation Chain series on operationsinsider.com.

How to use this checklist

1. Score each statement honestly from 0 to 4 for your team or unit.
2. Use evidence, not intention: what would a colleague be able to observe?
3. Add up each block (maximum 20) and transfer the totals to the result sheet.
4. Choose three priorities and give each an owner and a date.

Score	Meaning
0	Not in place
1	Ideas exist, no practice
2	Applied sometimes
3	Applied consistently
4	Applied, measured and improved

Block 1: Customer and Value Flow

Related parts: Part 1, Part 2, Part 3

#	Statement	Score 0 to 4
1.1	We define innovation through a customer outcome, not through a new feature.	
1.2	We have mapped how value, information and money flow between us, partners and customers.	
1.3	We know which noncustomers our current model excludes and why.	
1.4	We can name the job our customers try to get done and where our chain fails them.	
1.5	Our innovation portfolio includes changes to the operating model, not only to products.	
	Block total (maximum 20)	

Block 2: Value Innovation and Architecture

Related parts: Part 4, Part 5, Part 6

#	Statement	Score 0 to 4
2.1	We remove or reduce elements customers do not value before adding new ones.	
2.2	We distinguish disruptive market entry from incremental improvement.	
2.3	Our product and process architecture has clear, stable interfaces.	
2.4	Modular options are backed by the capability to integrate them.	
2.5	We test whether a value proposition is new for the customer, not only new for us.	
	Block total (maximum 20)	

Block 3: Collaboration, Cost and AI

Related parts: Part 7, Part 8, Part 9

#	Statement	Score 0 to 4
3.1	External partners have clear contributions, rights and decision routes.	
3.2	We design for the full cost of the customer outcome, not only the purchase price.	
3.3	AI projects start from a workflow that will change, not from a tool.	
3.4	We know who owns data, results and intellectual property in joint work.	
3.5	We measure collaboration by delivered outcomes, not by the number of partnerships.	
	Block total (maximum 20)	

Block 4: Experiments, Funding and Scale

Related parts: Part 10, Part 11, Part 12

#	Statement	Score 0 to 4
4.1	Every experiment has a counterfactual and a decision it will inform.	
4.2	We fund new models in stages tied to evidence.	
4.3	We judge early ventures with stage-appropriate measures, not mature margins alone.	
4.4	We scale only when the operating conditions behind the result can be repeated.	
4.5	Stopping an experiment is a legitimate and documented outcome.	
	Block total (maximum 20)	

Result sheet

Block	Score	Level
1. Customer and Value Flow	/ 20	
2. Value Innovation and Architecture	/ 20	
3. Collaboration, Cost and AI	/ 20	
4. Experiments, Funding and Scale	/ 20	
Total	/ 80	

Block score	Level	What it means
0 to 7	Foundation needed	Start with the basics of this block. Pick one statement and make it true within 30 days.
8 to 13	Developing	The ideas are known but not applied consistently. Focus on evidence and ownership.
14 to 17	Established	Practice is solid. Use the weakest statement as your next improvement.
18 to 20	Leading	Keep it current, share the practice and test it under pressure.

Your three priorities

#	Priority	Owner	Due date
1			
2			
3			

Go further

Innovation of the Value Creation Chain Starter Kit: the toolkit with key ideas, diagnosis, reflection questions and an action plan for every block, a 30-day plan and the Excel self-assessment with profile chart.

Innovation of the Value Creation Chain Excellence Bundle: everything in the Starter Kit plus all 12 parts of the series as one collection and a ready-to-use workshop deck.

Read the full series free at operationsinsider.com/series/innovation-of-the-value-creation-chain/

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