Value Mediation Method: a short introduction

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I'm never sure what's coming next, but I'm an open minded person and I welcome any challenge.

/Sarah Polley
Welcome

- Henk van Latesteijn
- Sander Mager

Value Mediation Partners (NL)
Why are you here?

To have a good time!
To be popular
To be an excellent person

Why are you here?

Because I walked here...
WICKED PROBLEMS
AgroFood: Values in conflict!?
What to do?
What to do?

or....

something new, something different: the Value Mediation Method

Value Mediation Method®
Value Mediation Method

Because:
- you realize that there is no ‘best practice’ for your challenge, so you have to learn your way to a new solution
- you realize that you cannot do this alone need to work with new partners, not only in your value chain, but also in your broader network, to co-create this solution
- you realize that co-creation also means to respect the values of others, so you have to look for complements in stead of trade-offs.
An Example: Rondeel eggs
Context: laying hen sector

- Sector under societal, governmental and economic pressure: ban on cage systems, consumers demand animal comfort and animal welfare
- Very low prices, very low margins
- As economy of scale continues, most innovation is focused towards agribusiness
- More frequent bio-security scares focuses popular opinion away from agribusiness
Innovation: Rondeel
Doing this better → Doing better things

A new technological design
Doing this better → Doing better things

Unique packaging
Doing this better → Doing better things

Unique transparency
What makes Rondeel unique?

- The participatory research
- The technological design
- The attractive packaging
- The environmental performance
- The transparency to consumers
- The innovative business case

But more-over
- The cooperation between very unlikely allies
- The co-creation approach
Rondeel’s innovative approach

• Turn away from cost-price strategy and focus on 3P value creation
• Map out which stakeholders can make/brake a new value proposition
• Invite your friends and your ‘enemies’ to turn their criticism into design criteria
• Use all these design criteria to create a design
• Create a ‘coalition’ that is able to turn a design into a viable business case
• Learn from each other about what is needed to make the business case a success
• Invest in your own ‘currency’ to jointly build the success
What challenges are you faced with?
Value Mediation Method: Five Steps to Co-create
I'm never sure what's coming next, but I'm an open minded person and I welcome any challenge.

/Sarah Polley
Why do we need a ‘method’?

Using a method increases the probability of success.
Using the Value Mediation Method?

Invest in the right assets to produce what makes you unique.
CONTEXT: ‘Wicked’ problems

KEY QUESTIONS:
- Conceptual complexity?
- Social complexity?
- No applicable best-practices?
STEP 1: From “I” toward “We”

‘There is nothing insignificant in the world. It all depends on the point of view.’
/Johann Wolfgang Von Goethe
STEP 1: Identify common 3P challenges

KEY QUESTIONS

- Do you recognize different perspectives?
- Is there a need to collaborate with others to identify all perspectives?
STEP 2: Transform resistance into design criteria

‘The path of least resistance is the path of the loser.’
/ H.G. Wells
STEP 2: Identify promising coalitions

Value Mediation Method: five steps

KEY QUESTIONS

- Do you recognize the value of resistance?
- Are you willing to translate judgments into constructive contributions to a collaborative process?

Value Mediation Method: five steps
STEP 3: Seeing through the eyes of others

‘The desk is a dangerous place from which to view the world.’
/ John le Carré
STEP 3: Forging coalitions

Value Mediation Method: five steps

KEY QUESTIONS

- Do new connections lead to identifying new opportunities?
- Do we have shared business ideas that can turn opportunities into reality?
STEP 4: Collaborative ‘re-design’

‘Nobody’s perfect, but a team can be.’
/ Meredith Belbin
STEP 4: From business ideas to business case

KEY QUESTIONS

- Are 3P values connected to stakeholders’ incentives?
- Does the business case inspire investments?
STEP 5: Ongoing improvement

‘Excellent firms don’t believe in excellence – only in constant improvement and change.’
/ Tom Peters
STEP 5: Ongoing development and Innovation

KEY QUESTIONS

• Do Knowledge institutions improve their reputation?
• Do Entrepreneurs realize continuity?
• Are NGO’s respected on the societal agenda?
• Do Governments attain the political goals?
Value Mediation Method: Five Steps to Co-create

**CONTEXT:** Wicked problems

**Value Mediation Method:** five steps

**STEP 1: Identify common 3P challenges**

**KEY QUESTIONS**
- Conceptual complexity?
- Special competencies?
- No adequate trial products?

**STEP 2: Identify promising coalitions**

**KEY QUESTIONS**
- Do you recognize different stakeholders?
- Do you trust and collaborate with others to identify all perspectives?

**STEP 3: Forging coalitions**

**KEY QUESTIONS**
- Do we currently trust in identifying new opportunities?
- What are mutual and business ideas that can be opportunities we really?

**STEP 4: From business ideas to business cases**

**KEY QUESTIONS**
- Are 3P values connected to sustainable solutions?
- Does the business case support sustainable?

**STEP 5: Ongoing development and innovation**

**KEY QUESTIONS**
- Do strategic institutions support real innovations?
- Are interventions really applied?
- Are we requested on the agenda?
- How synergies affect the political process?

**MORE INFORMATION**

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MORE INFORMATION

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