Value Analysis (VA): Reducing Costs In Design

Workshop for Cross Functional Teams

This training presents a ***powerful and direct way to reduce the costs of products and services***. It offers a straightforward and effective method to reduce potential for failure and waste by exploring what customers want—and comparing that with what your business offers to them.

Benefits from This Training

- Reduce designed-in costs that customers don't value—and won't pay for.
- Understand why most products have "just in case" features and elements—features that provide little value to customers.
- Save time by performing real work while learning. Team-based sessions maximize real learning, while ensuring that actual results are significantly improved.

Who Should Attend

This workshop is for cross-functional teams tasked with reducing direct costs for existing products and services. The workshop method requires teams bring actual projects and related information so a thorough value analysis can be completed under expert guidance during the workshop. The workshop will reveal how products and services relate to customer perceptions—and show where existing products and services include features that have limited customer relevance.

Training Objectives

This training program delivers the skills and knowledge needed to understand what is meant by "value" and how to assess value in a product or service. In addition, teams will learn how value can be increased by reducing cost and by deleting elements of a product or service that do not add to customer-oriented value judgments. During this training, teams will:

- Discover the fundamental equation for value
- Learn the basic methods for increasing value and why that's important
- Understand that not all things that seem "valuable" actually end up being appreciated by customers—and when these non-value-added features can be deleted
- Develop real action plans that can lead to reduced costs and increased margins—and how this can help your firm gain market share.

What You Will Learn

- How value is related to functionality and cost, and why there are only five fundamental ways that value can be increased
- How to determine when raw value doesn't really mean much to customers—and when features can be deleted with minimal impact
- How to use structured brainstorming to develop alternative value proposals
- What "relative value" calculations are about
- How to build projects that lead to lower costs and higher margins for your products and services