SHORT DESCRIPTION

To position the ROUNDMAP™ and define its scope we had to create a new perspective on the corporate dynamics. Based on Porter’s Value Chain¹ (1985) we distinguish between three core dynamics. While the business dynamics facilitate the value creation process, the customer dynamics intend to signal and deliver that value to customers. What can be captured as value, directly or indirectly, minus the cost of performing the value chain equals a firm’s operating margin.

1. Michael Porter’s Value Chain