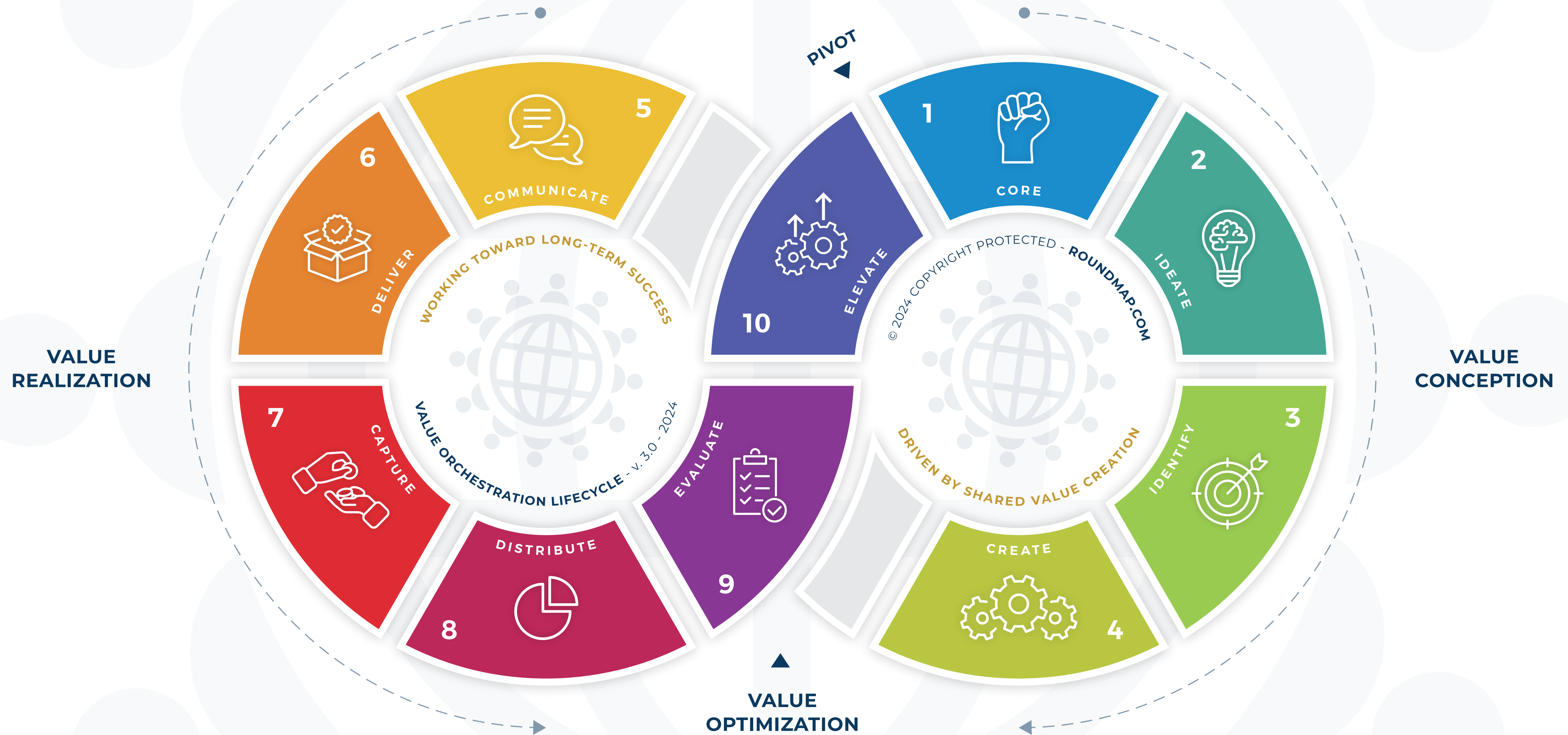


# The Value Orchestration Lifecycle<sup>®</sup>

ROUNDMAP<sup>®</sup>



The **Value Orchestration Lifecycle** is a dynamic, continuous framework designed to drive responsible growth, stakeholder involvement, and sustainable impact. By creating, delivering, capturing, and enhancing value, and integrating feedback and adaptation at every stage, it ensures alignment with evolving needs. Unlike the traditional linear value chain, this approach keeps organizations agile, purpose-driven, and able to thrive in a rapidly changing environment, while working toward long-term success driven by shared value creation.