Seminar on Complex Networks and Enterprises

**Topic:** Value Network Analysis: Next Generation Business Performance

- **Who:** Verna Allee, M.A., President and CEO, Value Networks LLC
- **When:** October 6, 2008 – 3:00-4:00pm
- **Where:** Tennenbaum Institute, 760 Spring Street NW, TI Conference Room 129

**Description:** The network mindset is rising fast for organizations, businesses, industries, the environment and civil society. Networking models are expanding the function and process mentality that has dominated business thinking for several decades. Value Network Analysis (VNA) is a next generation business performance approach that augments and expands existing business methods such as process modeling, asset management and social networks. By focusing on value creating roles (real people!) and understanding processes as unique sets of value exchanges, VNA provides a simple and straightforward way to achieve consistent outcomes in the face of complexity. This approach is grounded in insights and business results from twenty years of pioneering and practice. In this lively introduction you will discover how VNA:
  - Fills a critical gap in other methods and offers an auditable business modeling language that is fast to learn and easy to use, yet is rigorous and robust;
  - Is being used at Boeing Flight Test and Validation and Cisco’s Customer Interaction Network to using be more effective in complex environments;
  - Improves global networks in sustainable finance, human atrocities and peace building as well regional value networks in Europe;
  - Provides a way to cope with the inherent risks of increasing transparency, collaboration and networked ways of working;

**Bio:** Verna Allee, M.A., is President and CEO of Value Networks LLC (http://www.valuenetworks.com). She is recognized worldwide as a pioneer in value networks, knowledge management, and intangible assets. Value Networks LLC is the leading provider of value network analysis and visualization applications for companies such as Cisco, Boeing, SAP, Global Action Network Network (GAN-net), Telenor and Hydro Aluminum in Norway, Kimberly-Clark, AgResearch (New Zealand), Mayo Clinic, Environment Canada, The Institute of Public Health Ireland, Rolls Royce Marine Engine UK, and The World Conservation Union (IUCN in Geneva). Verna is a Fellow of the World Business Academy, an advisor to the European Commission and an editorial board member of Hazel Henderson’s Ethical Markets Television Series, Inside Knowledge magazine and IC Magazine (Intellectual Capital). She is visiting professor at universities around the world and has authored three books, including The Future of Knowledge: Increasing Prosperity through Value Networks (2003) and The Knowledge Evolution (1997). She is a founding sponsor of the open resource site for value network analysis (http://www.value-networks.com).

For RSVP and questions, please email Dr. Rahul C. Basole (rahul.basole@ti.gatech.edu)