

# VALUE ROADMAP: Internal Value

## The **Gap Analysis**

The gap analysis showcases exactly where **the company** needs to improve its own capabilities in terms of **PEOPLE, PROCESS, SOLUTIONS** and **SERVICES**.

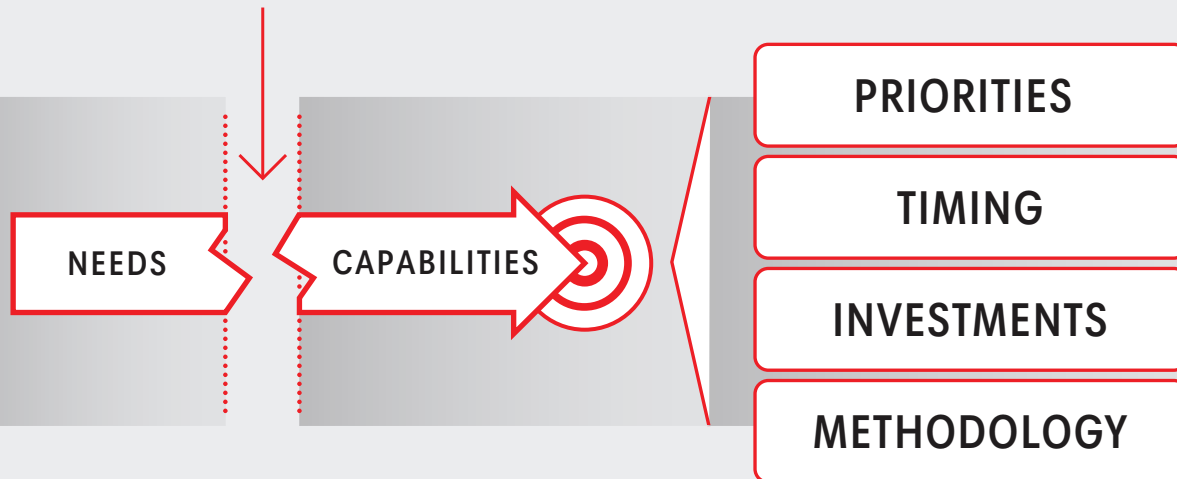
## The **Decision Tree**

Determines **what, when** and **how** a company needs to **FILL** the gaps. It sets up decisions that need to be made regarding:

## The **Alignment**

### Input In = Input Out

The roadmap team is a reflection of how powerful a company can be when it aligns its critical assets.



### **PRODUCT MANAGEMENT**

Fills gaps in the product portfolio while continually improving existing products that are core to what's needed

### **SERVICES**

Elevates its game, **strategically guiding** customers through a new consulting practice

### **MARKETING**

**Leverages thought leadership** to drive higher value engagements

### **SALES**

Trained on how to use **the roadmap** to **create a new narrative**