



CYCLE OF VALUE DIAGNOSTIC

TOPIC:		DATE:			
CONVERSATION		PURPOSE	OFF TRACK	WEAK	ON TRACK
	Intersect	Identifying key constituents and mutual purpose			
	Invent	Inventing a surplus of ideas to fulfill the mutual purpose			
	Invest	Creating effective plans and processes; making resource decisions			
	Engage	Effectively connecting actors to strategic action			
	Clarify	Clarifying precise expectations			
	Close	Committing to goals and launching action			
	Review	Looking back to accurately understand victories and disappointments			
	Renew	Applying insights, adjusting goals, improving performance			

Cycle of Value Diagnostic Guidelines

You can use the Cycle of Value Diagnostic to pick the conversation it is “time for *now*” in any initiative requiring high-performance collaboration.

In general, go to the conversation preceding your first “off track” conversation.

However, sometimes a circumstance (upcoming meeting, emergency deliverable, etc.) demands you go to the “off track” conversation that puts you at the most urgent risk.

Whenever you are not making the progress, or creating the value you require, use the Cycle of Value Diagnostic, and consider which conversation it is time for now.