

CERTAINTY INNOVATION DAY

Thursday 17th March 2022

THE VALUE WORKSHOP

SESSION OBJECTIVES



Growing
with
Certainty

The Certainty Stages

Stage	Revenue	Team	Growth Challenge
10	\$10,000,000+	45+	Licensing
9	\$8,000,000	35	Distribution
8	\$5,000,000	23	Multi-Office
7	\$3,500,000	15	Re-structure
6	\$2,000,000	8.5	M&A
5	\$1,500,000	6	Integration
4	\$750,000	3	Dependency
3	\$500,000	2	Management
2	\$250,000	1.5	Administration
1	\$125,000	1	Activity

DISCOVERING & CONVEYING VALUE

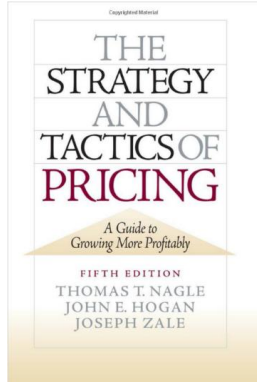
PRINCIPLE – COMPREHENSIVE FEES



“The cure of a part should not
be attempted without
treatment of the whole”
Plato 380BC

DISCOVERING & CONVEYING VALUE

PRINCIPLE – VALUE FEES



© *The Strategy and Tactics of Pricing*
–Thomas T Nagle & John E Hogan (Pearson Education – New Jersey) 2006

Traditional Fees

Product/Service



Cost



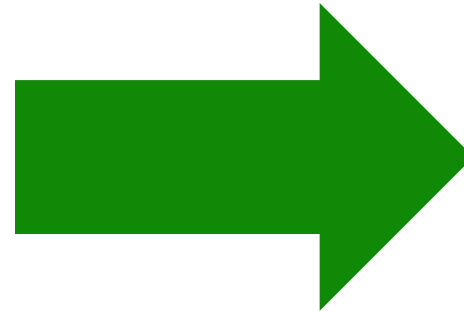
Price



Value



Client



Value Fees

Client



Value



Price

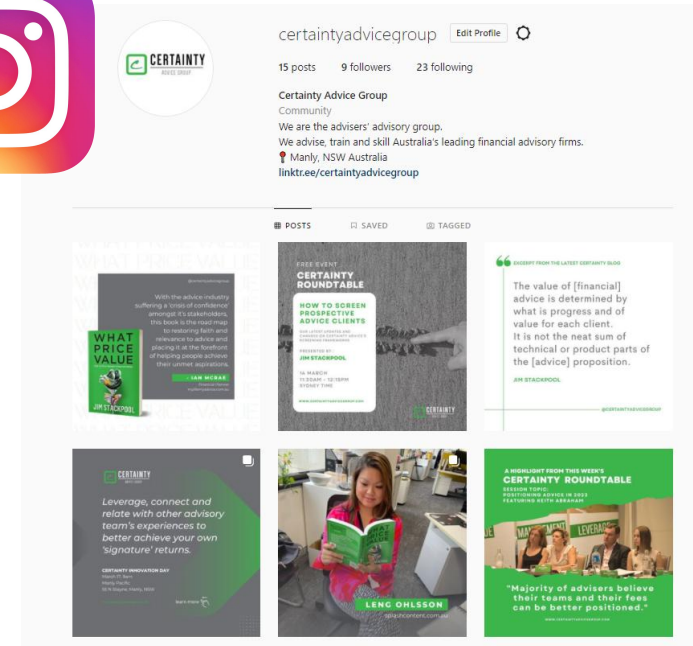
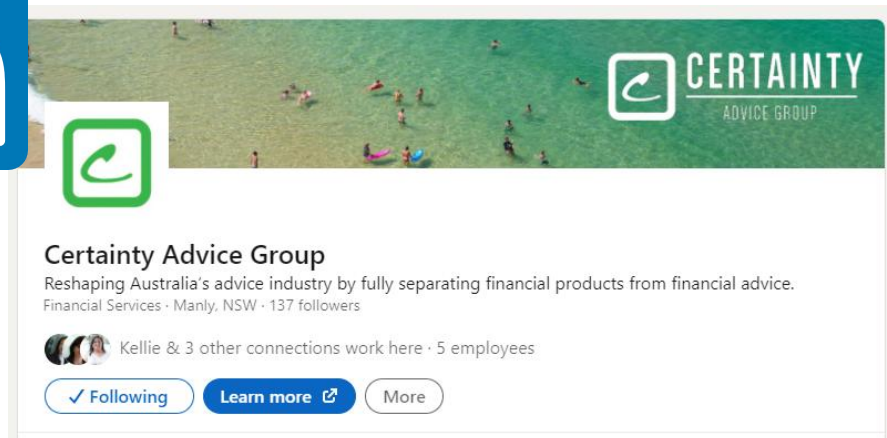
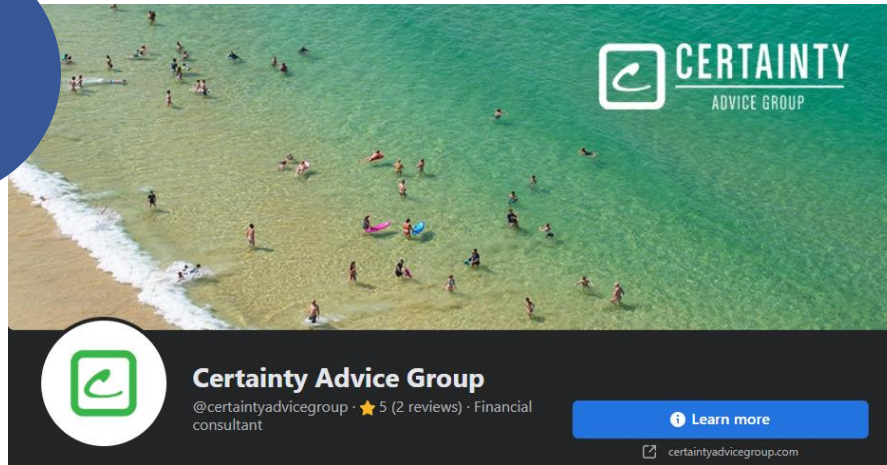


Cost



Product/Service

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