## **VALUE NETWORK ACTION PLANNER**

This table is to develop an action plan for each entity in your value network List your entities in the left hand 'Entity' column. Then in each cell that relates to their role/s, write what are the key actions you need to take in order for them to enable you to scale.

Once you have done this, identify whether they will be in your inner, or outer value network, and outline what the key actions are in relation to this (e.g. need to move them from the outer value network to inner value network and sign a partnering agreement).

Finally, take a step back and identify where there are gaps in roles being played, and if these need to be filled. Also, ensure that you list your own organisation as an entity, as you may well need to add or change roles in the next stage of your scaling journey.

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Entity	Bookends			Movers			Shapers			Value Network	
	CREATOR	CAPTOR	CONSUMER	CONVEYOR	COORDINATOR	CHANNEL	COMPETITOR	CARTOGRAPHER	COMPLEMENTOR	INNER VALUE NETWORK	OUTER VALUE NETWORK