



# ValuCompass

## 18 Driver Explanations

The 18 drivers used during assessments and business optimization lie at the heart of the ValuCompass Value Driver Method. To help you and your business clients understand what is being measured against best practices you have a roadmap for your work with businesses. Below we have listed a download for each driver. Feel free to provide these to your owners when Discover uncovers the most important drivers for moving forward.

### GROWTH

#### POTENTIAL MARKET

#### DOMINANT MARKET SHARE

#### RECURRING REVENUE

#### BARRIERS TO ENTRY

#### PRODUCT DIFFERENTIATION

#### BRAND

#### MARGIN ADVANTAGE

#### CUSTOMER DIVERSIFICATION

### COMPANY OVERVIEW

#### FINANCE

#### SALES & MARKETING

#### OPERATIONS

#### CUSTOMER SATISFACTION

#### SENIOR MANAGEMENT

#### HUMAN RESOURCES

#### LEGAL

#### INNOVATION

[The 18 Drivers Overview](#) - for advisors

