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**Exercise 12-1. Your value theme.**

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*Directions:* Completing this exercise completes your work on step 10 of the financial value process: create value themes. If you prefer not to write in this book, go to the companion Website ([www.astd.org/astd/publications](http://www.astd.org/astd/publications)) to download a PowerPoint file for this exercise.

1. Write the name of your intervention in the first space labeled "intervention."
2. If you have not completed your financial value chains, go back to chapters 4, 5, and 6 to create these for your organization. If you have completed your financial value chains, select a direction and a financial measure for your value theme. Fill in the direction and financial measures in the corresponding spaces in the exercise.
3. Select your performance measure. Fill in the final space in the exercise by repeating the direction verb and stating the performance measure. Alternatively, you can use a generic base driver such as saving time, improving a count, or creating more money.

**YOUR VALUE THEME**

*Define the value theme for your intervention:*

\_\_\_\_\_  
*intervention*

\_\_\_\_\_  
*direction*

\_\_\_\_\_  
*financial measure*

(because \_\_\_\_\_)  
*performance reason*  
*(time, count, or money)*