



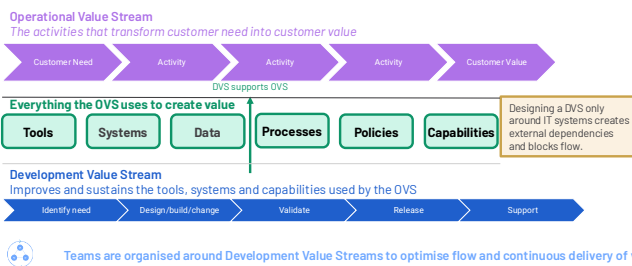
# WoW! AGILE

## Description – The WoW! Agile Value Stream model

### Understanding how value is created

## Value Streams connect delivery to customer value

Operational Value Streams create value  
Development Value Streams enable flow



**Operational Value Stream**  
Creates customer value by transforming a customer need into a valuable outcome.

**What the OVS uses**  
Tools, systems, data, processes, policies and capabilities required to deliver value.

**Development Value Stream**  
Improves, maintains and evolves what the OVS needs to create value.

**Teams / ARTs**  
People organised around the DVS to deliver continuously with fewer dependencies.





# Value Streams

## Understanding how value is created

Most organisations do not lack value streams—they lack a correct understanding of them.

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## Executive Summary

Most organisations believe they understand how they create value. In reality, this understanding is often fragmented, implicit, or shaped by organisational structures rather than actual value flow.

Value Streams do not create value—they describe how value is created. This distinction is critical—and often misunderstood.

The WoW! Agile Value Streams model provides a structured way to identify, define, and make visible the end-to-end flow of value—from customer need to delivered outcome.

Without this clarity, organisations optimise functions, systems, and teams—but not the value they deliver. The result is slower execution, misaligned priorities, and reduced business impact across the organisation.

By establishing a shared and accurate understanding of value creation, organisations gain the foundation required to improve flow, align execution, and make better decisions across the entire system.

## Work flows through the organisation based on customer value.

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## Outcome

Organisations that understand how value is actually created can prioritise more effectively, reduce dependencies, improve flow, and accelerate delivery across the organisation.

When Value Streams are clearly defined and applied, organisations achieve:

- Clear ownership of value delivery
  - Reduced handovers and organisational friction
  - Faster end-to-end flow and improved Time-to-Market
  - Better alignment between strategy and execution
  - More effective prioritisation and investment decisions
  - Increased transparency and measurable business impact
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## What it enables

Value Stream understanding enables organisations to:

- Base decisions on **how value is actually created**—not organisational structure
  - Improve **end-to-end flow and Time-to-Market**
  - Reduce dependencies and organisational friction
  - Align business and delivery around measurable outcomes
  - Enable more effective **prioritisation and investment decisions**
  - Create a foundation for scalable and predictable execution
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## What challenges it addresses

Organisations commonly experience:

- Work organised around functions rather than value
- Fragmented processes across teams and departments
- Increasing dependencies that slow delivery
- Limited visibility of how value is actually created
- Misalignment between business priorities and execution
- Local optimisation instead of end-to-end performance

These challenges lead to delays, inefficiencies, and reduced business impact.

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## The Value Streams model

The WoW! Agile Value Streams model defines how value is created across the organisation.

It is not an organisational chart or delivery framework. It is a description of how value flows through the organisation.

It is a clear and explicit description of the end-to-end activities required to transform customer need into customer value.

Value streams have always existed—often referred to as business processes—but are rarely understood or defined in a way that enables effective execution.

This model provides a structured way to make value creation visible and actionable across the organisation.

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## How it fits in the WoW! Agile Toolbox

Value Streams establishes the **Structure layer** of the WoW! Agile Toolbox.

It provides the understanding required to organise work around value—connecting strategy and execution through flow.

It builds on:

- **Vision & Strategy** (what value to create)
- **Target Steering** (what outcomes to achieve)

It enables:

- **Value-driven Requirements & Delivery** (VDR)
- **Lean Portfolio Management** (LPM)

Without a clear understanding of Value Streams, organisations optimise parts of the system rather than the whole.

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## How it works

Value Streams defines two complementary perspectives:

- **Operational Value Streams (OVS)**  
How the business creates value for customers—from need to outcome
- **Development Value Streams (DVS)**  
How the organisation supports and evolves its ability to deliver that value

It is critical to distinguish these from organisational constructs:

- Value Streams are not teams or organisational units
- Development Value Streams are not Agile Release Trains (ARTs)
- Teams may be organised *around* value streams—but are not the value streams themselves

This distinction is essential to avoid confusion and to ensure that decisions are based on value—not structure.

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## What Value Streams are not

- Not an organisational structure
- Not a team or delivery construct
- Not an Agile framework concept



- Not a new idea—value streams have always existed
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## **Closing positioning**

Value Streams is not a process improvement tool—it is a prerequisite for effective execution.

Without a clear understanding of how value is created, organisations cannot reliably prioritise, organise, or improve execution.

By making value creation explicit, it provides the foundation required to design for flow, align execution, and deliver consistent business outcomes.

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