

# CVI+CVO 03: Defining & Finding Your CVIs

## Course Details

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| GENERAL INFORMATION     |                                                                                                                                                              |
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| Course Number and Title | CVI+CVO 03<br>Defining & Finding Your CVIs                                                                                                                   |
| Course description      | Understanding the nature of CVIs in the context of the CVI + CVO Framework™ as a tool to give your product predictability and focus your operational effort. |
| Prerequisite/s (if any) | CVI+CVO 01, CVI+CVO 02                                                                                                                                       |

## Why the Digital Academy?

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The Digital Academy envisions being a catalyst for digital autonomy. This means being at the forefront of a profound paradigm shift in knowledge, skills, and attitudes toward the role of digital technology in business practices.

To do this, we have developed courses to share the CVI + CVO Framework™ and provide teams with the tools and training they need to develop independence and drive sustainable digital success long into the future. Thus, the Digital Academy aims for its participants to:

1. Understand the CVI + CVO Framework™ as an approach – conceptual and methodological tools – to digital autonomy;
2. Evaluate current business models using the CVI + CVO Framework™; and,
3. Design engaging, innovative, and sustainable digital experiences, products, and services using the CVI + CVO Framework™.

## Course Learning Outcomes

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We have identified your digital products and defined your CVOs in the preceding courses. It is time now to build your Commercially Valuable Interactions (CVIs) to help focus your efforts on the things that matter.

In this course on “Defining and Finding Your CVIs,” we will go deeper into the nature of CVIs and see how these can drastically improve the products and services you offer. A more comprehensive understanding of CVIs allows you to pinpoint competency gaps, identify opportunities, and build the foundation for evidence-based decision-making in your organisation. Hence, giving you clear and focused actions aligned directly with generating easily understood and quantified commercial value.

Thus, upon completing this course, you will be able to:

1. Distinguish a set of CVIs for each CVO and other digital products;
2. Compare and contrast the CVIs identified; and,
3. Select which CVIs to retain for each CVO.

## Mode of Delivery

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The Digital Academy is delivered remotely. The modules and courses are delivered asynchronously through our site. As such, for most of the time, you will be studying on your own and at your own pace. However, we have the following communication plan for the Academy:

### **Asynchronous Lectures and Activities**

Course materials – lecture videos, resources, and templates – will be available on the site upon successful registration.

We will be sending at least two (2) emails, which would include relevant updates on your progress, feedback to your outputs, and other Digital Academy-related information.

### **Synchronous Consultations**

There will be online consultations subject to availability of schedule of the instructor. Please use the Calendly platform integrated into the course materials on the site.

These consultations will serve as feedback mechanism for your outputs and further enriching activity about the topics discussed in the courses. The consultation will last for thirty (30) minutes so it would be best to outline your questions and concerns beforehand.

These consultations are free of charge and integrated into your registration to the Digital Academy.

## Course Outline

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- I. **CVI thinking and setup** re-introduces the concept of CVI and shares an operational definition of this concept.
  - A. Why identify at least five (5) CVIs for each CVO?
  - B. Thinking in CVIs allows you to quickly identify knowledge and competency gaps that empower specialists synergistically.
- II. **The CVI cycle and connecting offline CVOs** illustrates how you can work your CVIs strategically using your [Digital Canvas](#).
  - A. How to identify your CVIs? How to sharpen your CVI checklist?
  - B. Definition of key concept: CVI cycle
- III. **Giving your CVIs value** provides you with a standard formula to calculate the actual monetary value of your CVIs.
- IV. **Measuring success in real-time** introduces the CVI+CVO Radar as a monitoring and accountability mechanism.

## Course Activities

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| ACTIVITY                                                      | LINKS                                                     | NOTES                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Building your digital experience using the CVI+CVO Framework™ | <a href="#">Digital Academy CVI + CVO Digital Canvass</a> | <p>The CVI + CVO Digital Canvass allows you to apply the Framework using the templates and resources that we have developed through the years harnessing this approach. We will guide you through the process:</p> <ol style="list-style-type: none"><li>1. Defining at least five (5) CVIs for each of your CVO.</li><li>2. Refining your CVI checklist and working through your CVI cycle.</li></ol> |

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|                       |                                                | <p>3. Calculating the monetary value of your CVIs.</p> <p>This Digital Canvass will continue to expand as we develop and include new templates and resources throughout your progress in the Digital Academy.</p> <p>To do this, set up a free <a href="#">Miro</a> account, open the shared board, select the relevant area, and paste the selected template/s onto your board.</p> |
|                       | <a href="#">CVI + CVO Framework™ Resources</a> | In this page, you will find additional templates and tools to help you adopt and expand the Framework.                                                                                                                                                                                                                                                                               |
| One-on-One Discussion | <a href="#">Calendly</a>                       | We encourage you to book a one-on-one discussion upon completion of each exercise on the <a href="#">Digital Canvass</a> to further enrich your output and clarify your concerns and questions about the activities and the course, in general.                                                                                                                                      |