Measuring Success Through Shareholder Value Analysis (SVA)

- Legal responsibility of company directors to create value and benefits from shareholders
- Total shareholder returns (TSRs) = share price increase over one year plus dividends per share earned in one year
- Key idea behind shareholder value is that investors only invest in an enterprise when they think the managers of that enterprise will be able to secure a better return for their fund then they could do on their on
- Shareholder value emphasis the market assessment of the long term health and wealth of the organisation

Return – Bran Value
"Brand is a reputational assets which has been developed over time as to embrace…. – See slide

TOWS
E.g. teased out 10 options from TOWS
You then need to apply SAFe
You need to look out what you look at. You could go through each option established from TOWs and rank a score of if it meets SAFe – you can have different scores for different options.

Start with TWO to identify options then use SAFe based on information you have on hand. Going to have to work out what comes under each criteria and apply some intelligence. It's a guiding process