



AI Killed the Value Superstar?

The implications to Value Practices, Leaders & Practitioners

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The Shape of Value Trends

THE GOOD

- The **Outcome Economy** will drive Value demand.
- Earlier stage firms are adopt value earlie.
- Value Automation was already multiplying capabilities.
- **AI** promises to accelerate scale.

THE BAD

- **+130%** increase in Business Development hiring
- **+113%** increase in Customer Success roles
- Value hiring is **very constrained**:
 - Still get calls from folks post-layoffs
 - Only **2 dozen** or so openings (US, Can, UK)
 - Concentrated to a few firms (like Atlassian & Celonis)

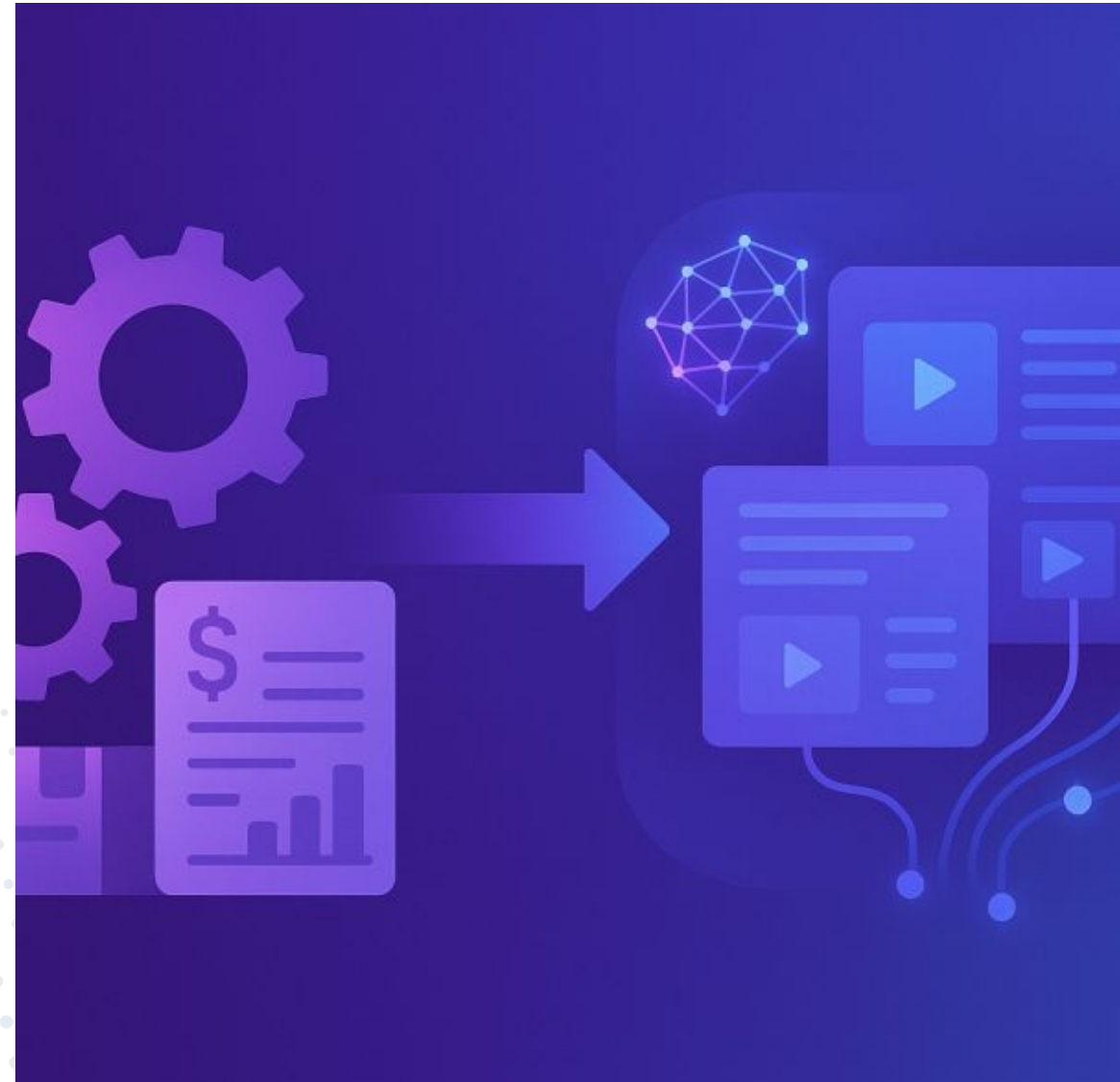


AI is Already Reshaping Value Practices

- Scale & elevate value capabilities to more sales and success reps, and more deals
- Get value earlier in customer engagements
- Get value across the value lifecycle - especially realized value / customer success

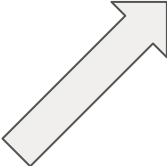
- Automate time-consuming efforts & processes
- Improve CRM data hygiene

- Elevate what value consultants / engineers work on: from tactical to strategic
- Replace resources
- Advance / consolidate legacy applications

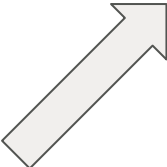


What you should do?

Value Orchestrator



Value Composer



Value Player



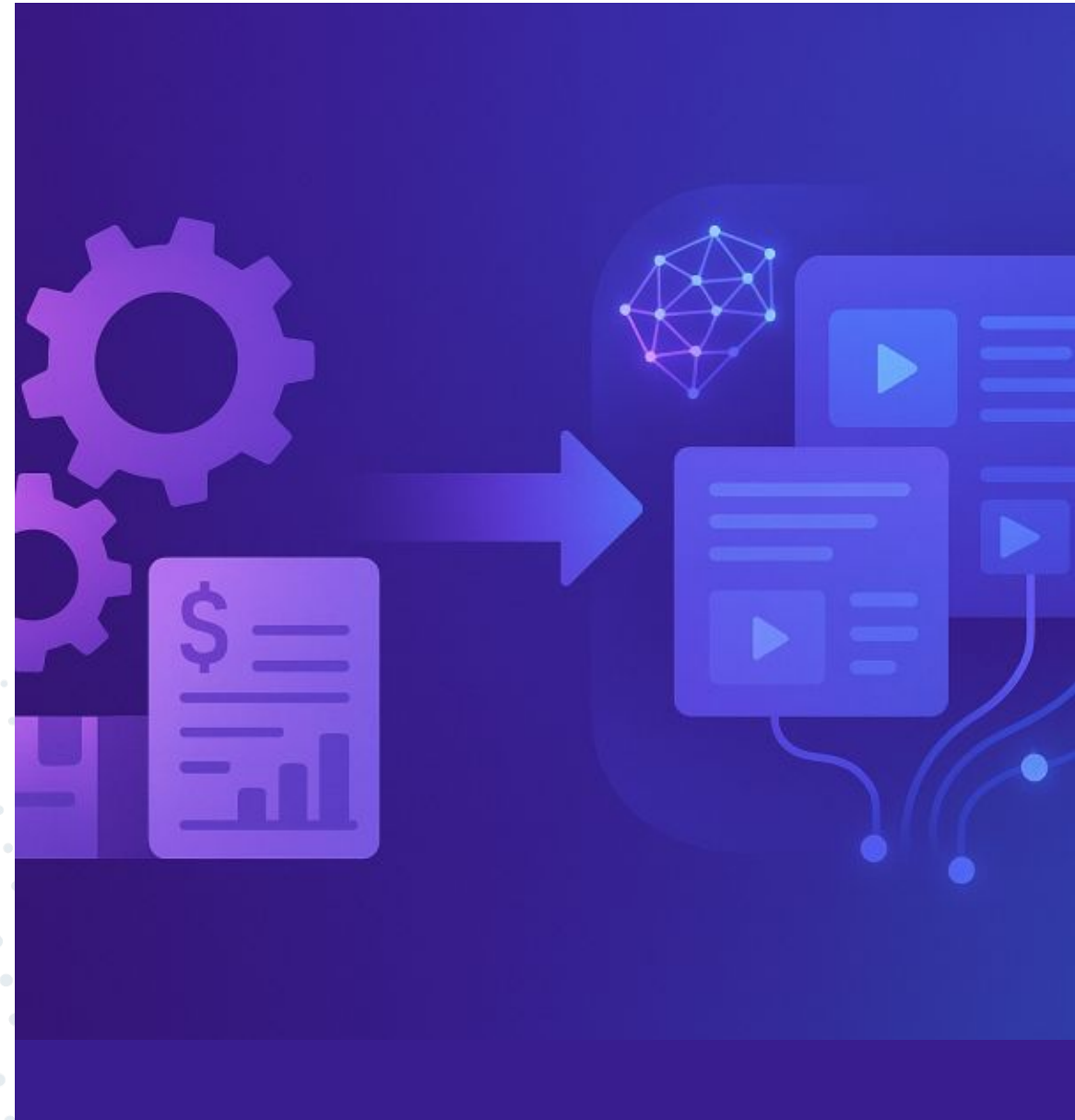
Some of the AI Apps to Leverage

Defend

- AI-fueled briefing guides
- AI-assisted value discovery
- AI-developed business cases & proposals
- AI-generated quarterly briefings
- AI-powered training
- AI value assistant (chat-bot)

Extend

Upend



Upcoming Events



- San Francisco BVC Meetup - November 5th
AI Debate: Live Panel & Networking Event
- NYC Spring 2026 - Live Annual BVC Event
Driving Value: Accelerating the Outcome Economy
- *Value Expert™ - E-Learning & Certification*
(launched next quarter)

