

# Valutus: Catalyzing Value. And Values.

Leaders can do more than improve their own performance—they can be catalysts for change by others: Suppliers, customers, other parts of their own organization, and even competitors and those in other industries. This dramatically increases leaders' impact on the world—and their ability to create value for their own organizations.

Being a catalyst is important, powerful work, but you don't become one the same way you improve your own performance. The mission of Valutus is to provide the strategy, tools, and metrics that work to enable leaders to become catalysts.

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## Catalytic Strategy

Catalytic strategy recognizes that the focus, strategies and techniques required for being a catalyst are unique.

- Beginning with shifting from internal to external focus
- Continuing through the core Who, What, Wall, Way framework and the 4 catalytic methods,
- Arriving at the 80+ specific techniques for catalyzing action

Catalytic strategy bridges the gap between the ambition to be a catalyst and the reality of being one.

