

# PM 2.0 – SHIFTING TO VALUE DRIVEN APPROACH

HOW TO GET READY FOR CHANGE?

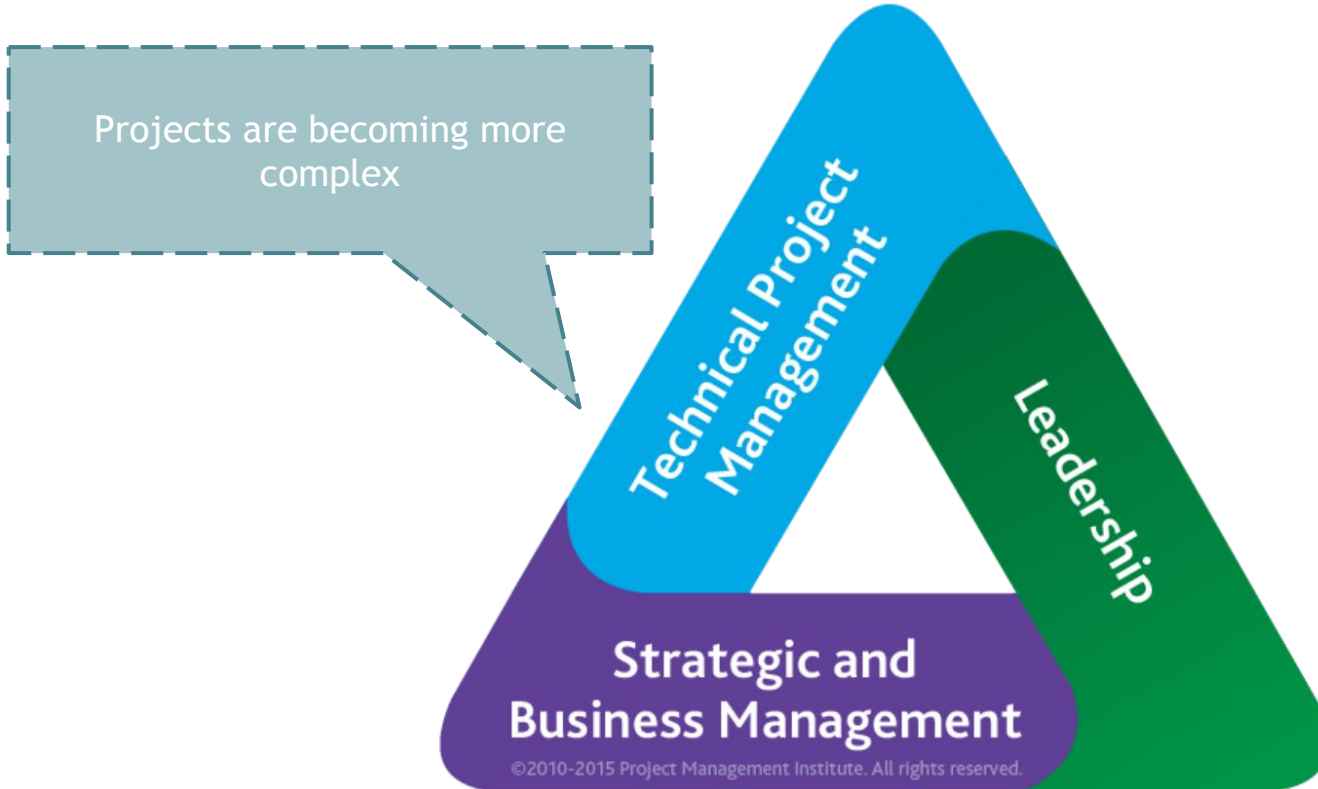
# Agenda

1. PM 2.0: New skills sets and managing principles
2. Evolution to value driven approach in organizations
3. Project portfolio adjustments based on value analysis
4. Project portfolio selection based on value score
5. Investment lifecycle vs project lifecycle
6. Project constraints (costs, time, scope) as a business benefit
7. Value driven delivery example

# PM 2.0: new skills sets & managing principles

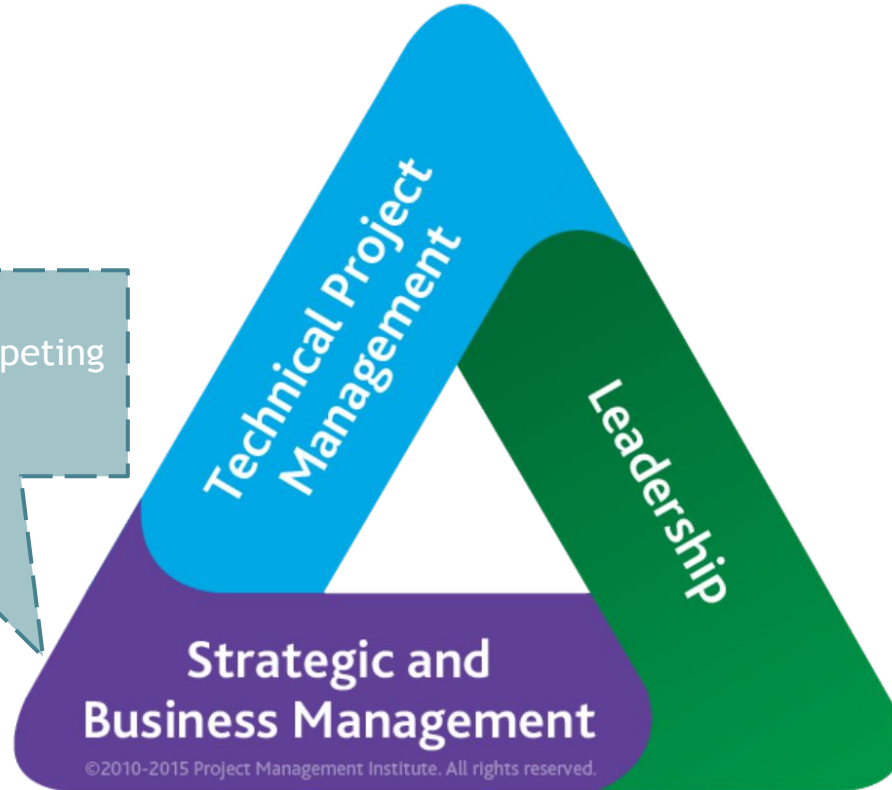


# PM 2.0: new skills sets & managing principles

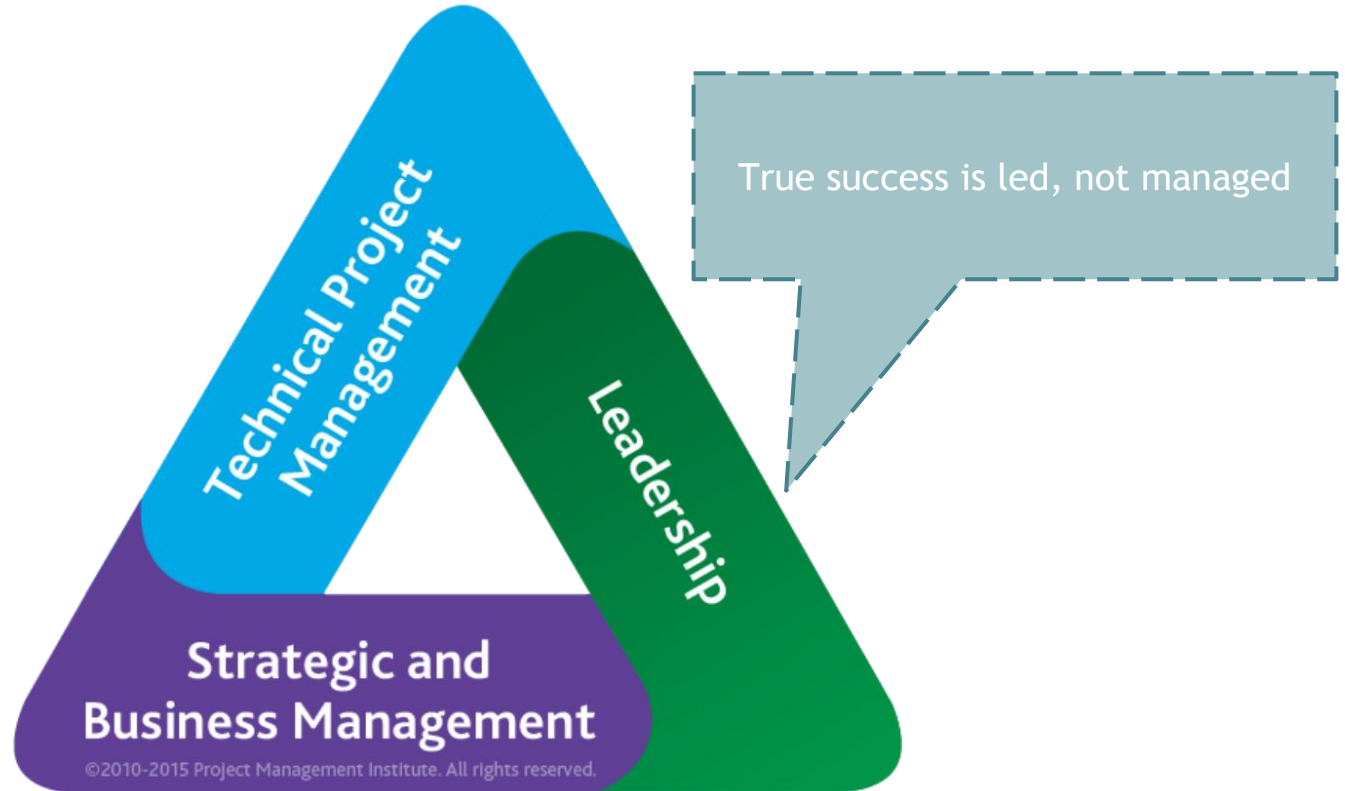


# PM 2.0: new skills sets & managing principles

Businesses are becoming competing and demanding



# PM 2.0: new skills sets & managing principles



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**PM 2.0 = PM 1.0 + distributed collaboration**

# PM 2.0: new skills sets & managing principles



**PM 2.0 = PM 1.0 + 6As**



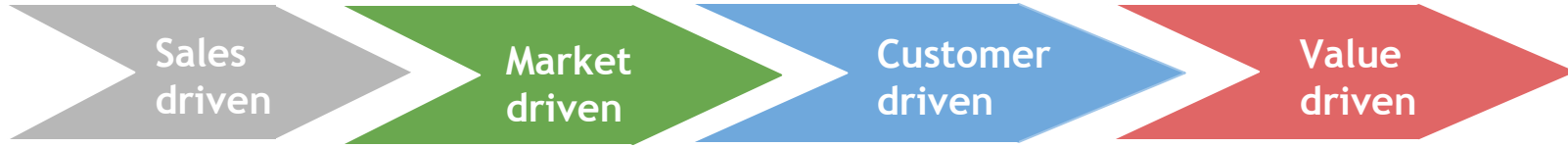
# PM 2.0: new skills sets & managing principles



**PM 2.0 = PM 1.0 + 6As**

- Assessment
- Alignment
- Achievability
- Accessibility
- Agility
- Accountability

# Evolution to value driven approach in organisations



MARKETING

PUSH

CUSTOMER OFFERS

STANDARD

SERVICE

PASSIVE & REACTIVE

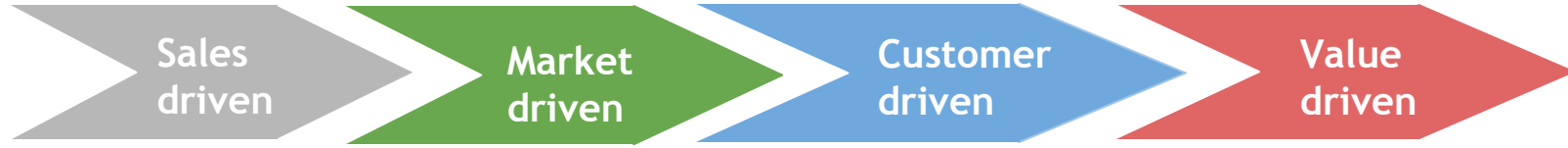
UNDERSTANDING

GENERAL

DELIVERY

TO MEET  
CONSTRAINTS

# Evolution to value driven approach in organisations



MARKETING

PUSH

SEGMENTED TARGET

CUSTOMER OFFERS

STANDARD

SEGMENTED

SERVICE

PASSIVE & REACTIVE

INTERACTIVE & REACTIVE

UNDERSTANDING

GENERAL

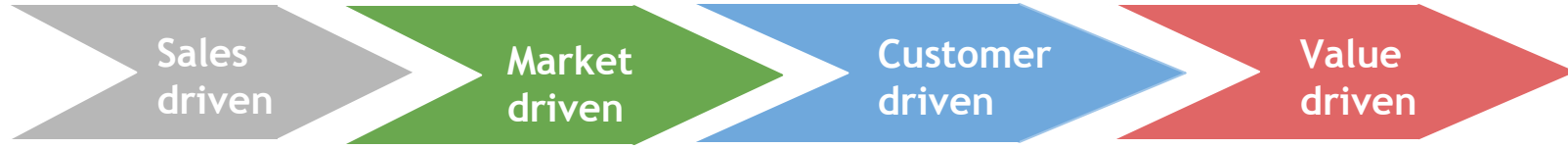
INDUSTRY SPECIFIC

DELIVERY

TO MEET  
CONSTRAINTS

TO MEET  
CONSTRAINTS & GET  
EXPERTISE

# Evolution to value driven approach in organisations



MARKETING	PUSH	SEGMENTED TARGET	SELECTIVE TARGET
CUSTOMER OFFERS	STANDARD	SEGMENTED	PERSONALIZED
SERVICE	PASSIVE & REACTIVE	INTERACTIVE & REACTIVE	INTERACTIVE & PROACTIVE
UNDERSTANDING	GENERAL	INDUSTRY SPECIFIC	PRODUCT SPECIFIC
DELIVERY	TO MEET CONSTRAINTS	TO MEET CONSTRAINTS & GET EXPERTISE	TO MEET CONSTRAINTS & SATISFY

# Evolution to value driven approach in organisations

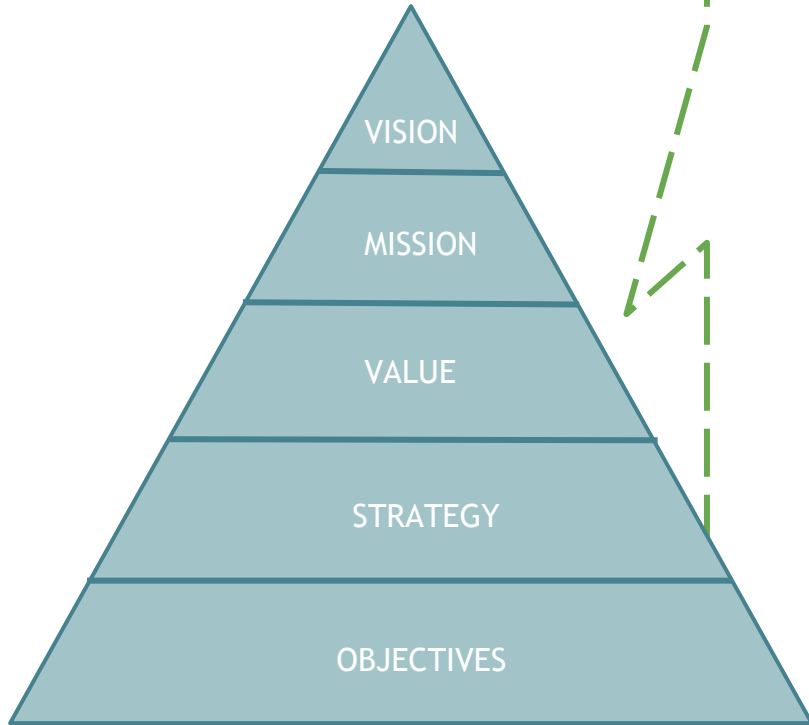


MARKETING	PUSH	SEGMENTED TARGET	SELECTIVE TARGET	PULL
CUSTOMER OFFERS	STANDARD	SEGMENTED	PERSONALIZED	INDIVIDUAL
SERVICE	PASSIVE & REACTIVE	INTERACTIVE & REACTIVE	INTERACTIVE & PROACTIVE	INTERACTIVE & PROACTIVE
UNDERSTANDING	GENERAL	INDUSTRY SPECIFIC	PRODUCT SPECIFIC	INDUSTRY & PRODUCT SPECIFIC
DELIVERY	TO MEET CONSTRAINTS	TO MEET CONSTRAINTS & GET EXPERTISE	TO MEET CONSTRAINTS & SATISFY	TO ADD BUSINESS VALUE

# Project portfolio adjustments based on value analysis



# Project portfolio adjustments based on value analysis



## SOCIAL IMPACT



Self-transcendence

## LIFE CHANGING



Provides hope



Self-actualization

## EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value

## FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk

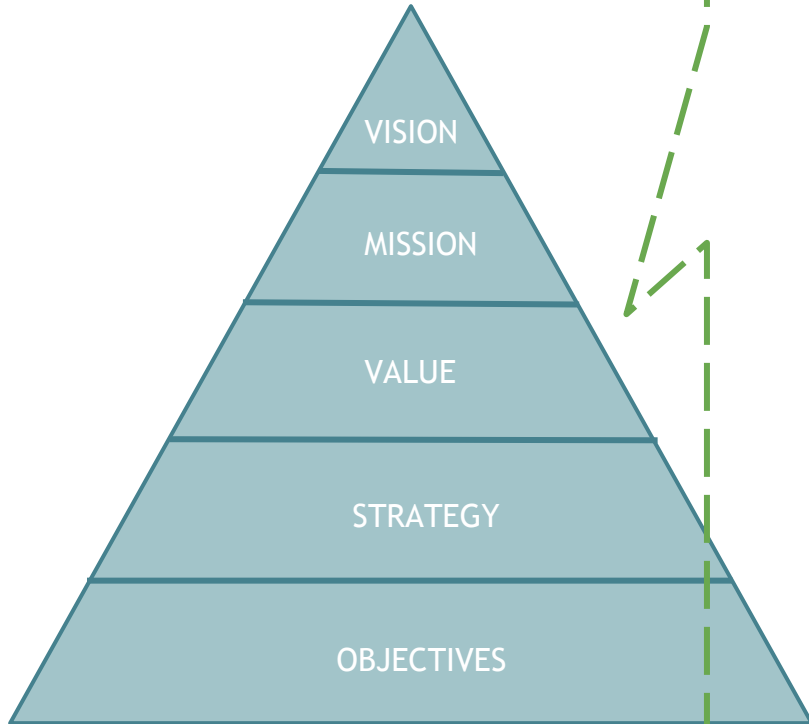


Organizes



Integrates

# Project portfolio adjustments based on value analysis



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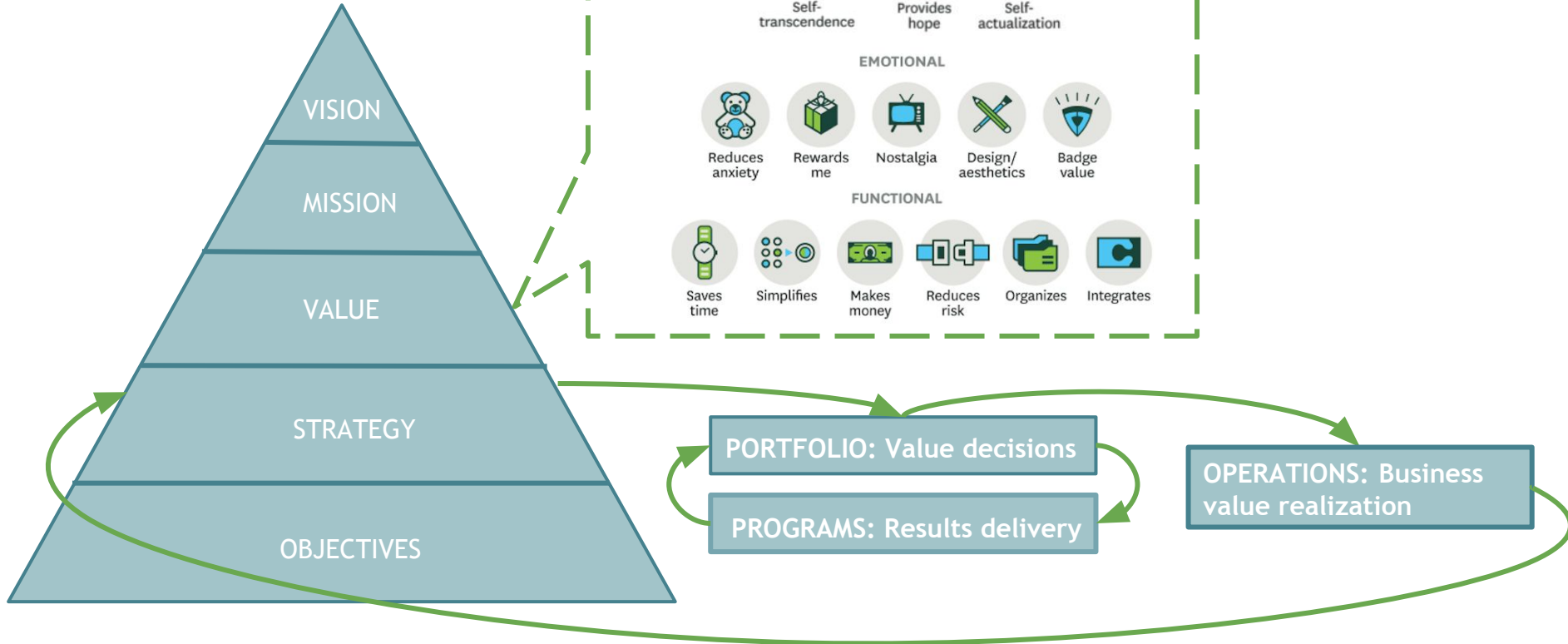
Organizes



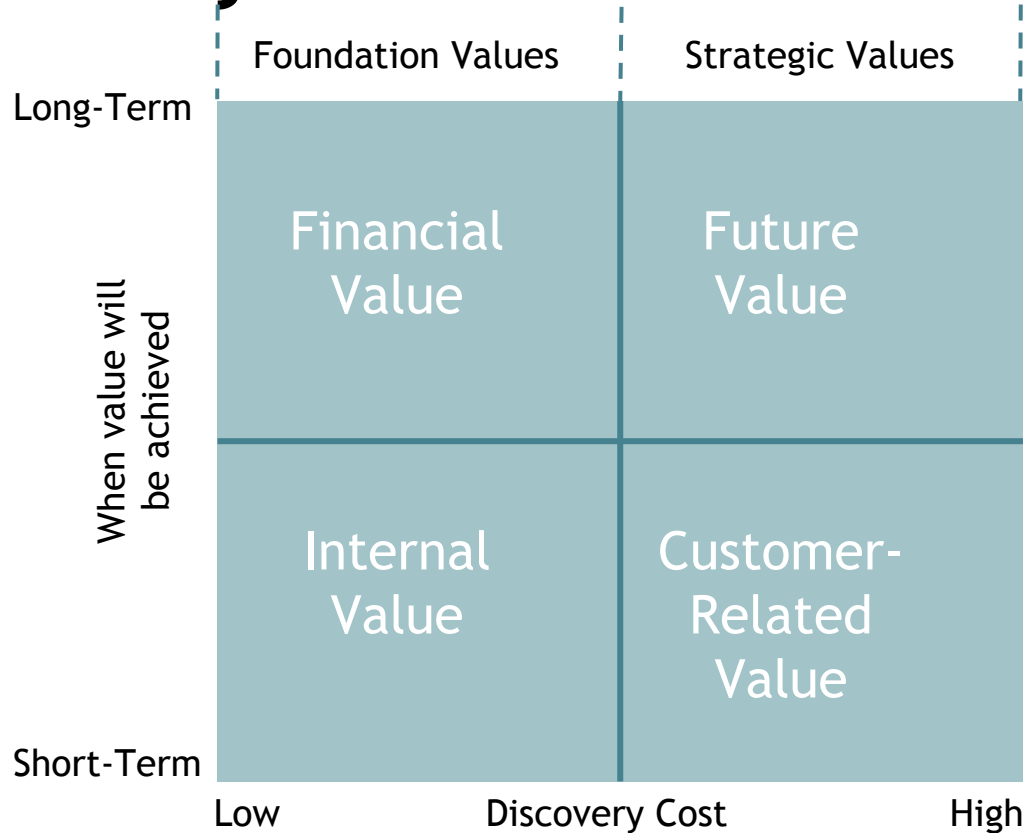
Integrates



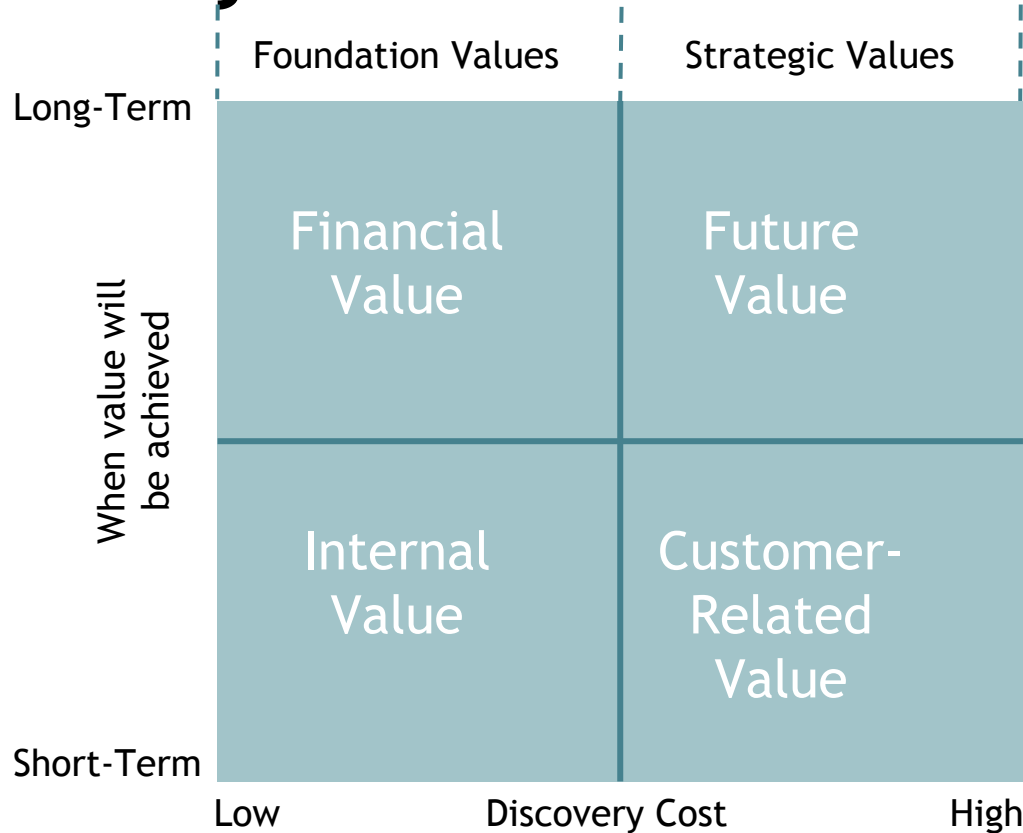
# Project portfolio adjustments based on value analysis



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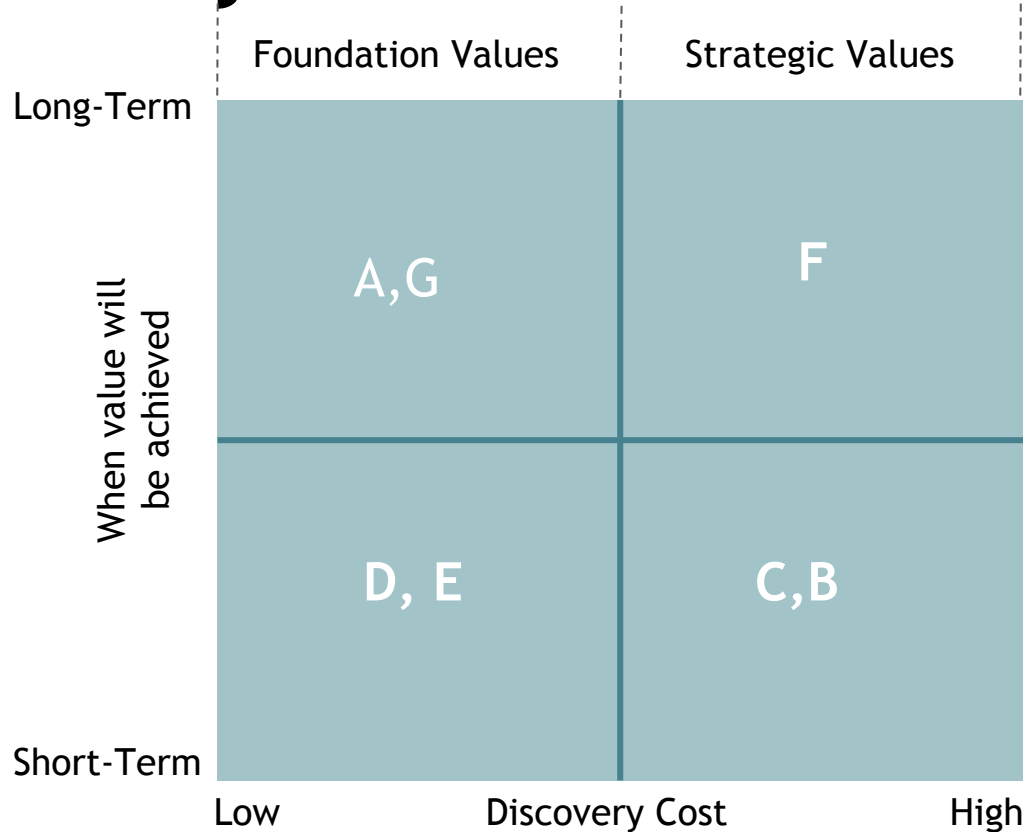
# Project portfolio adjustments based on value analysis



## Examples of projects:

- A - Increase revenue by 10% annually
- B - Expand sales to existing customers
- C - Improve our service approach for new and existing customers
- D - Have all products meet standard of excellence guidelines
- E - Improve internal communications
- F - Continually learn and apply new technologies
- G - Decrease expenses by 5%

# Project portfolio adjustments based on value analysis



## Examples of projects:

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G - Decrease expenses by 5%

# Project portfolio selection based on value score

	Projects							
Strategic Objectives:	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6	Project 7	Scores
Potential for upsell	2	1	2	1	1		2	9
Reduced risks		2		1	1	1		5
Reduced Operational Costs		2	1	1		1		5
Increased Business Profit	2		2		1	2	2	9
New technologies	1		2			1	2	6
<b>Column Scores</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>6</b>	

1

Supports objective

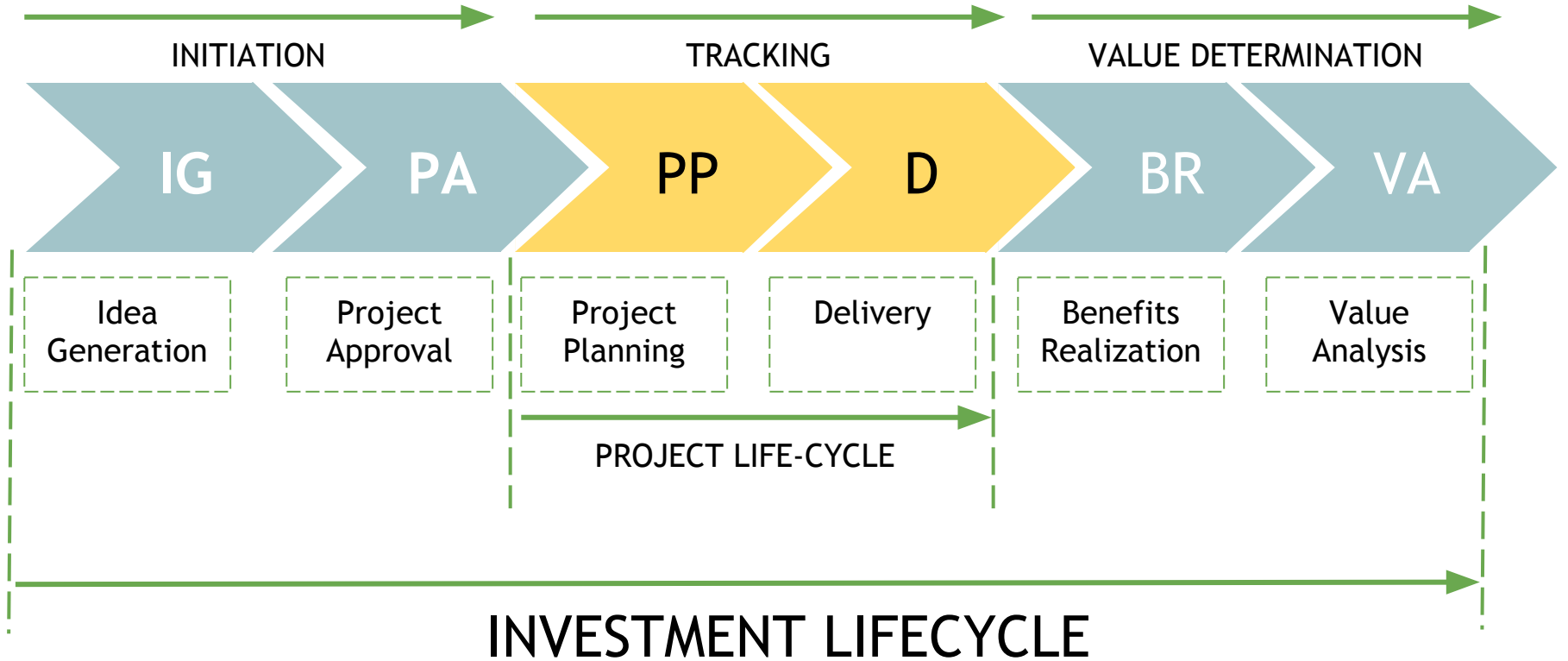
2

Fulfills Objective

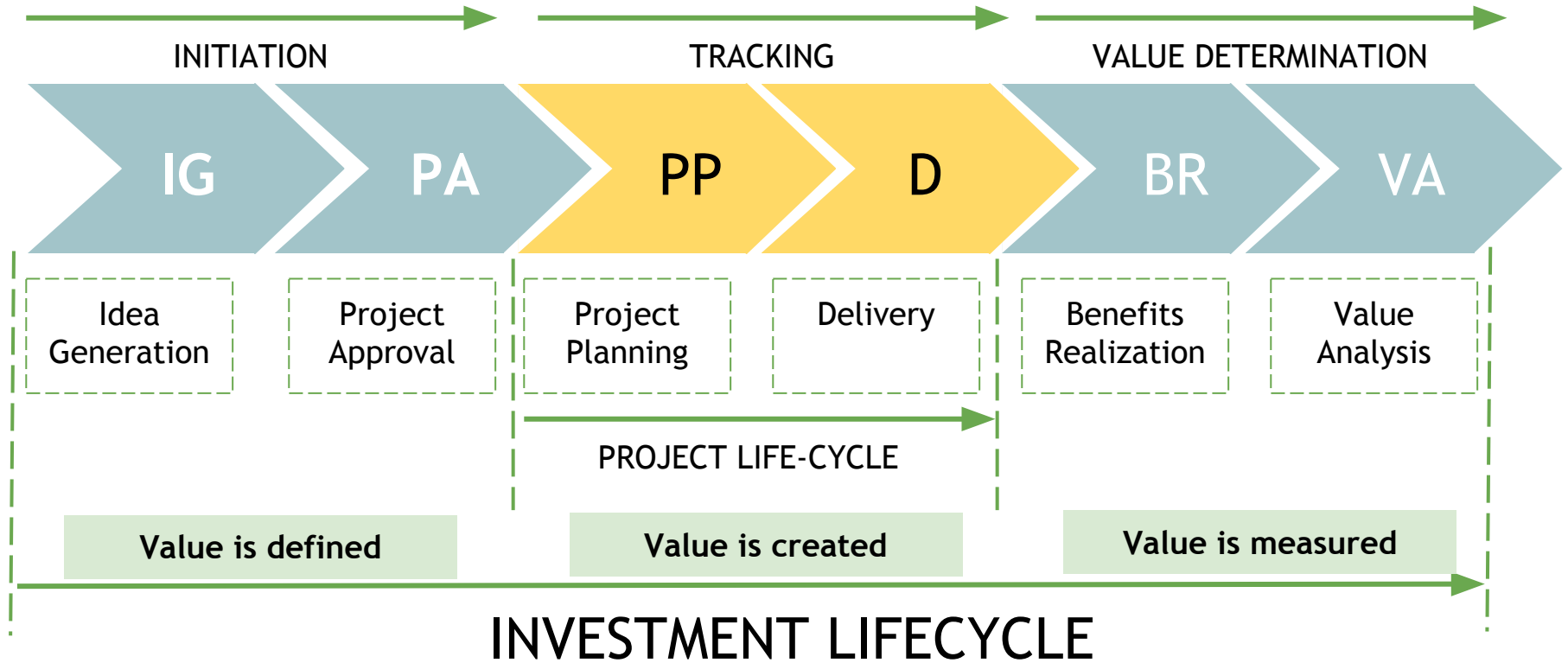


No Contribution

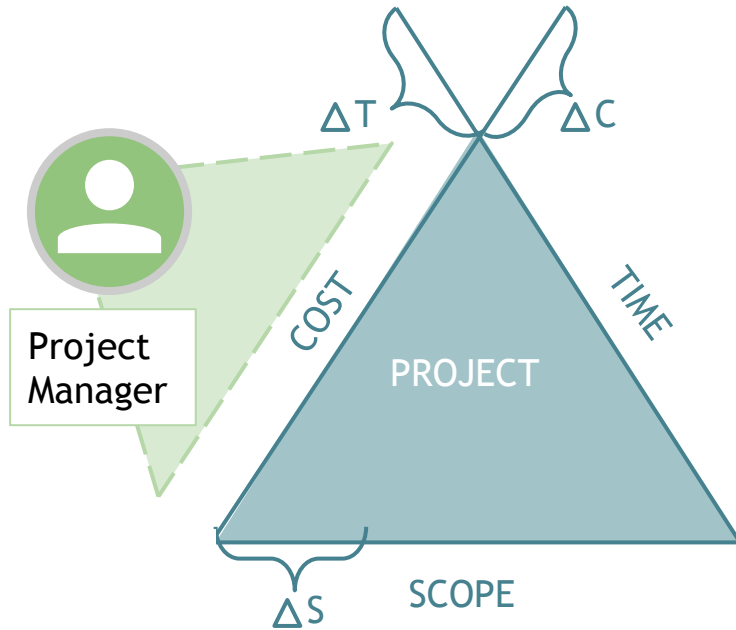
# Investment lifecycle VS project lifecycle



# Investment lifecycle VS project lifecycle



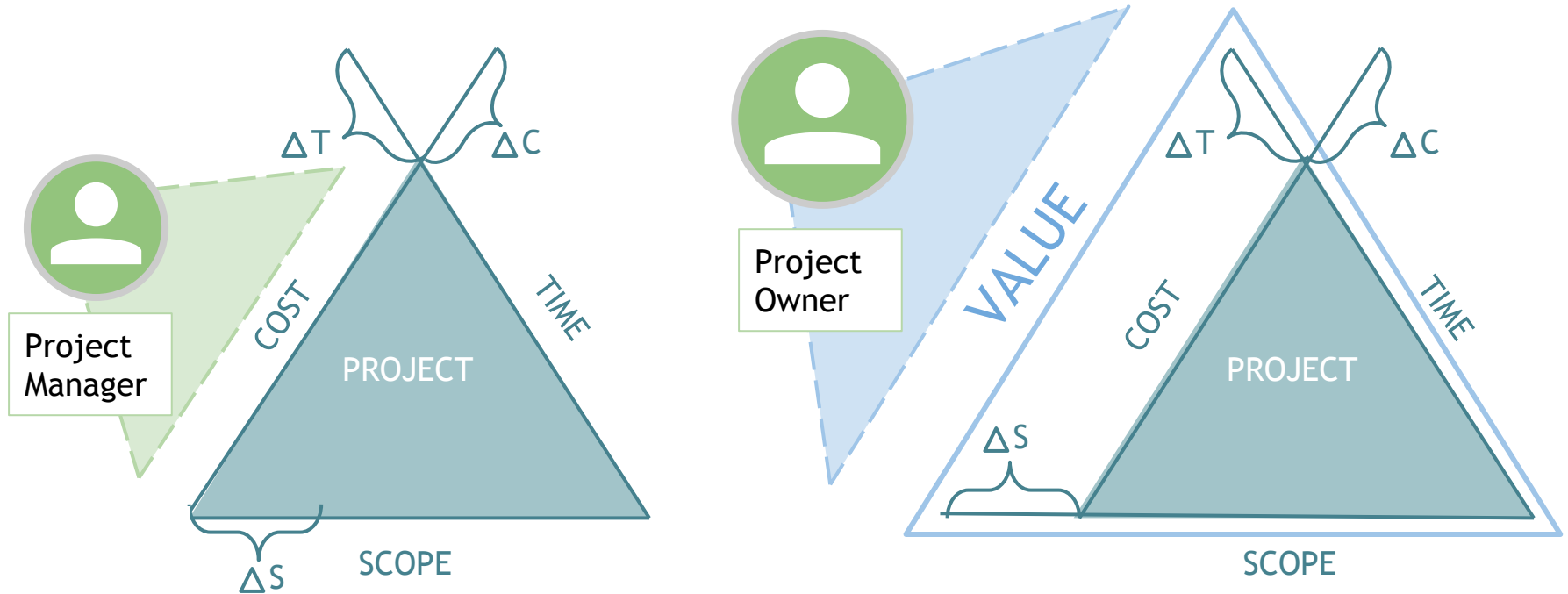
# Project constraints as a business benefit



$\Delta$  = Deviations from the original plan

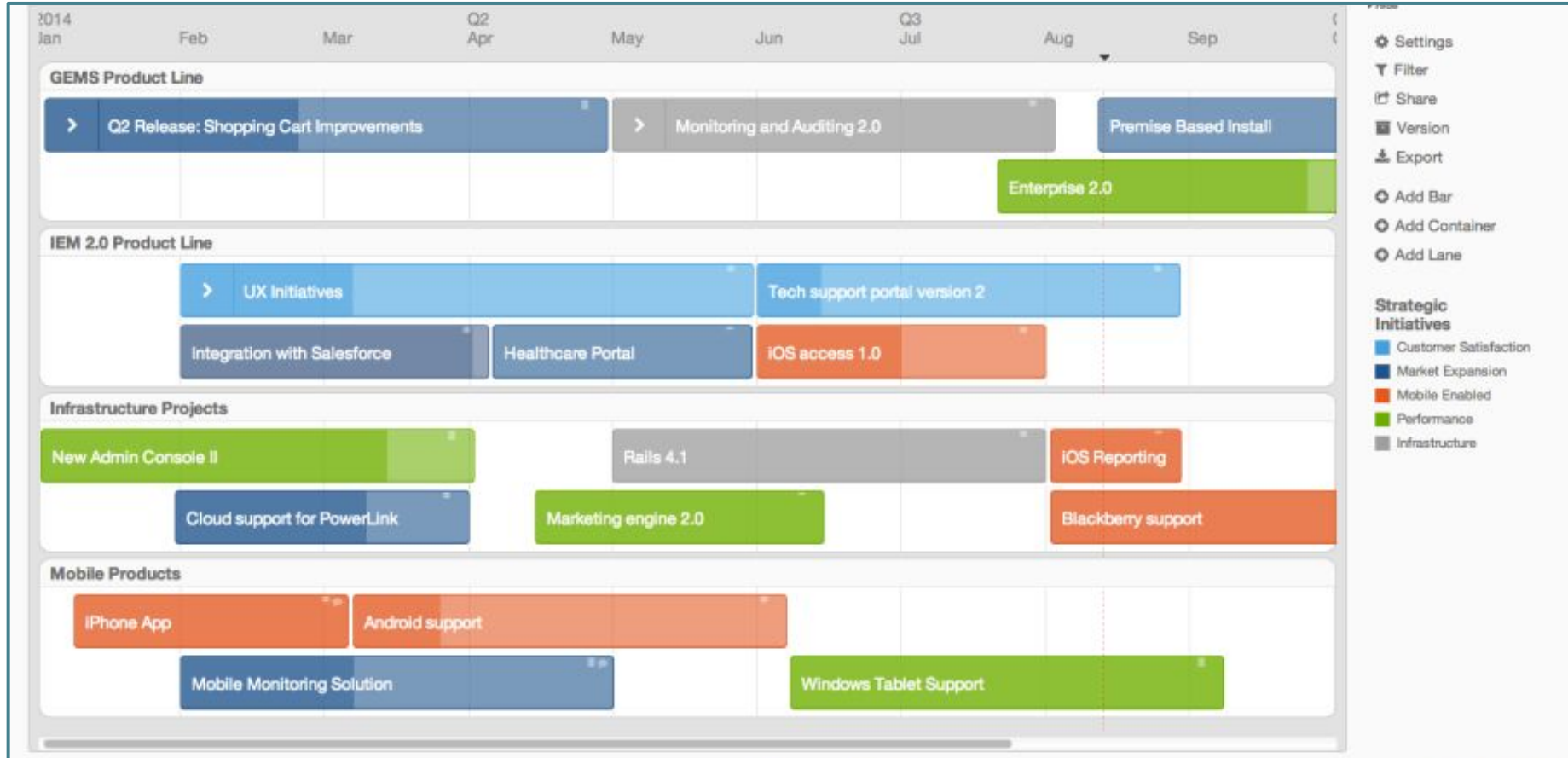


# Project constraints as a business benefit

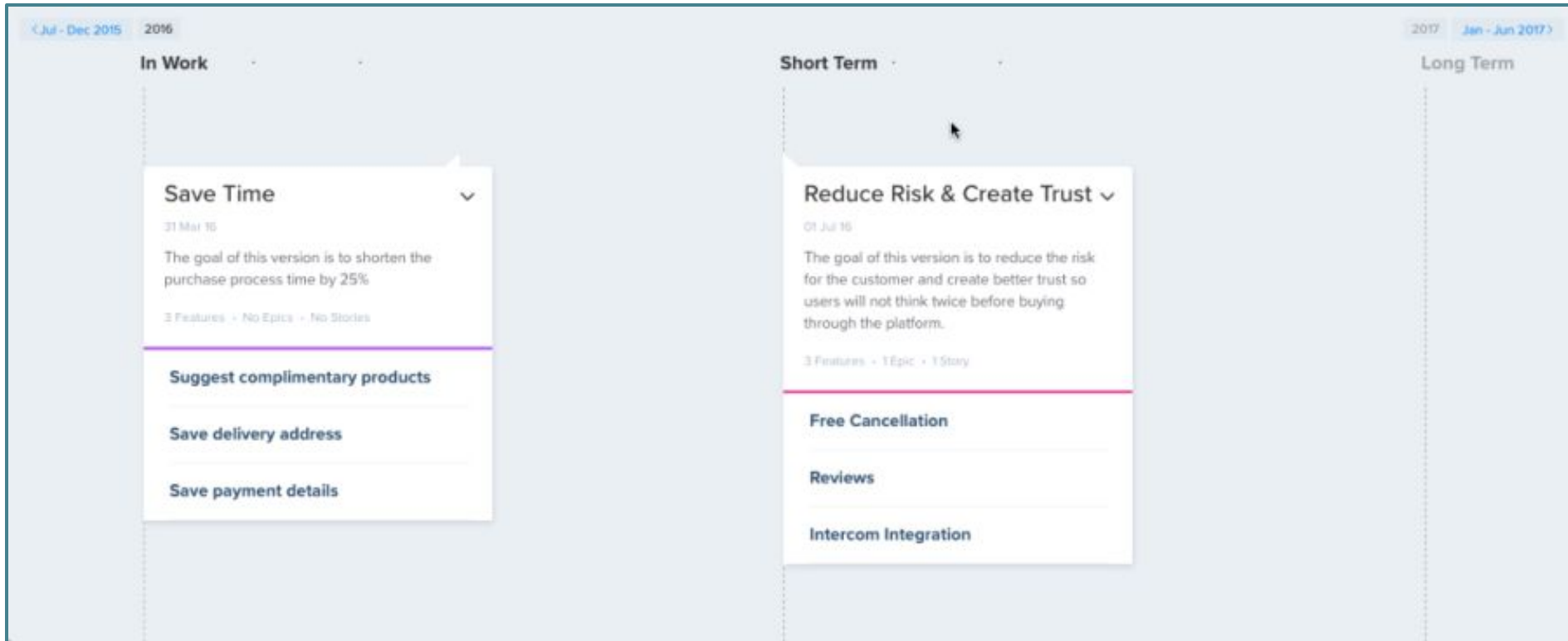


$\Delta$  = Deviations from the original plan

# Value driven delivery example



# Value driven delivery example



# Value driven delivery example

Value Driven Backlog

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fx

	A	B	C	D	E	F	G	H
1		Value elements ( 0 - 10 )					Effort - Planning Poker (0, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89)	Score (Sum of all Value Elements - Effort)
2	Name	Saves Time	Organizes	Simplifies	Reduces Risk	Avoides Hassles		
3	Backlog Item #1	7	3	2	6	8	2	24
4	Backlog Item #2	1	7	8	2	9	8	19
5	Backlog Item #3	6	0	2	8	10	3	23
6	Backlog Item #4	10	3	10	6	10	21	18
7	Backlog Item #5	2	4	7	9	3	34	-9
8	Backlog Item #6	8	7	4	4	5	1	27
9	Backlog Item #7	9	9	2	1	8	3	26

# Thanks!

Any questions? Feel free to contact us [sveta.blazhnova@yalantis.com](mailto:sveta.blazhnova@yalantis.com)