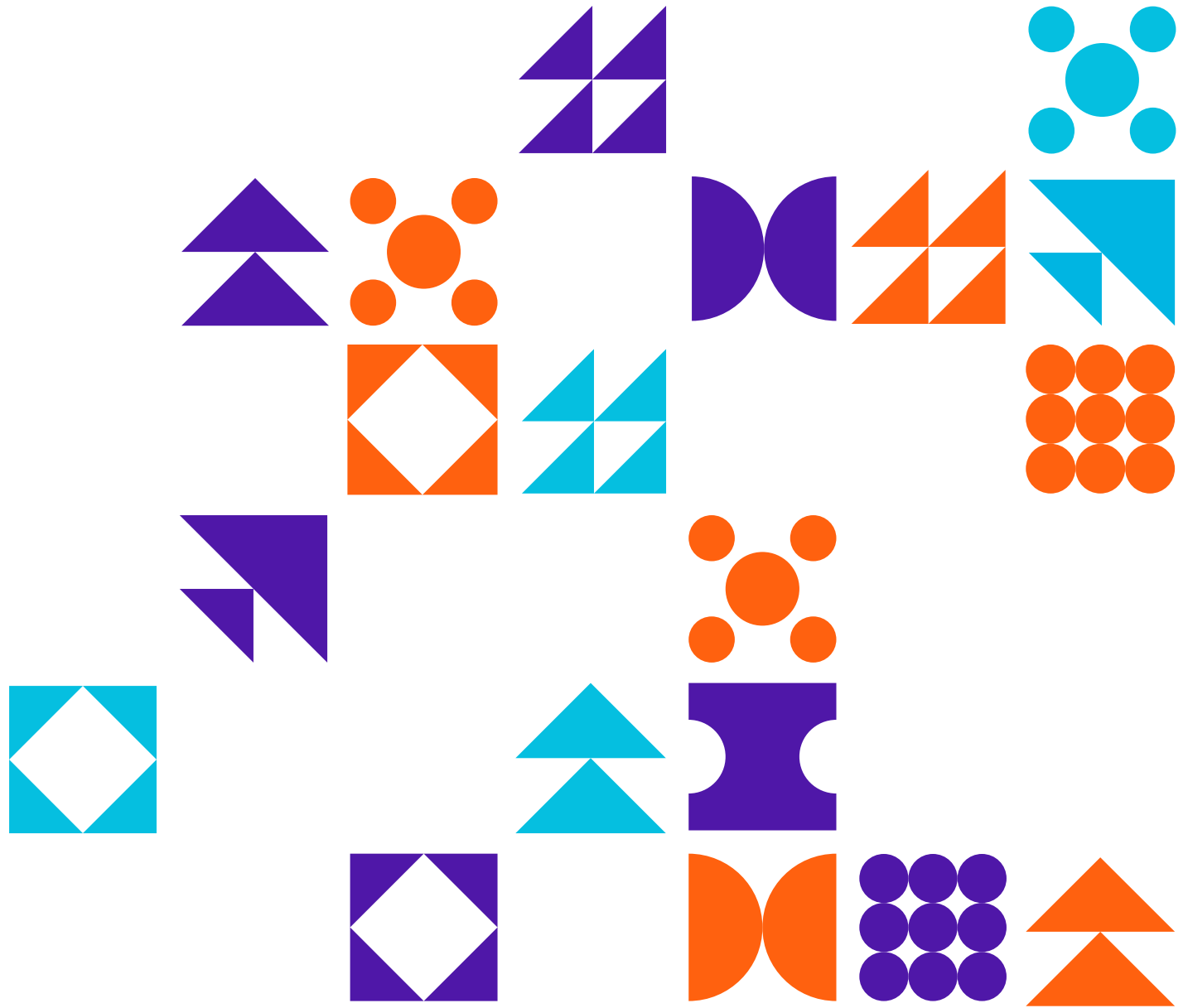


Project Value Delivery based on clear Strategic Outcomes

Presented by: **Edem Banibah**

28.05.2021



Agenda

1. Strategy & Projects
2. Where do we fit “Value” ?
3. Start with “Outcomes Thinking” !



“... *Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat!*”

- Strategy is probably the most *overused, misunderstood* and *misinterpreted* word in the business world
- ... being equated only to *ambition, leadership, vision, planning*
- The *core* of “**STRATEGY**” - > *discovering the critical factors in a situation and designing a way of focusing actions to deal with those factors*

“OUTCOMES” thinking provides a great execution framework for delivering Strategy!



TOP's definition - “Desired Outcomes” are carefully crafted statements

which describe ...

“what the future looks like when it is **working** ^[1] **just right** ^[2]”

and

“what you **intend to achieve**”

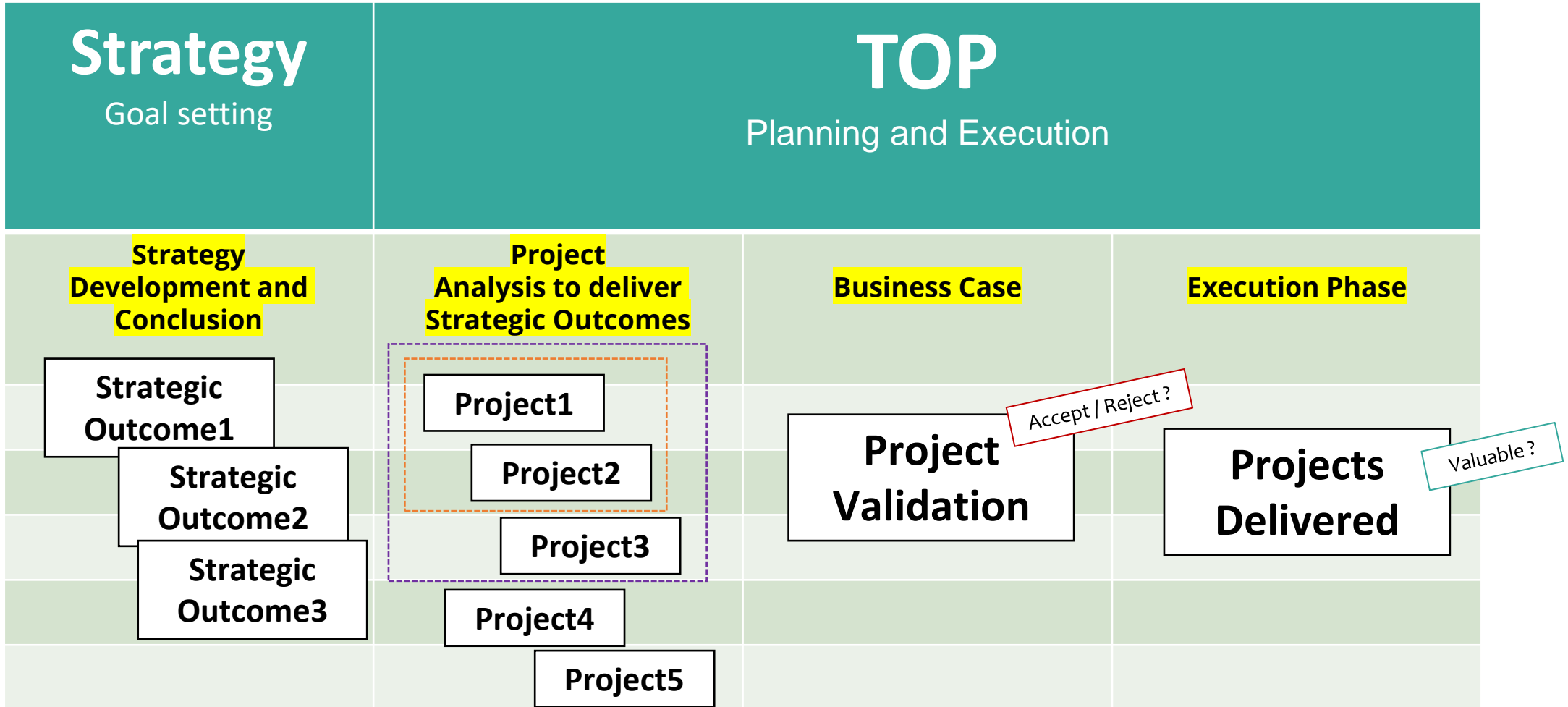
[1] the emphasis being on “operating” or “working”

[2] “working well” or “well enough” may also be acceptable

- ✓ Learning to craft Outcome Statements takes a morning...
- ✓ but you get very good at it after a few weeks



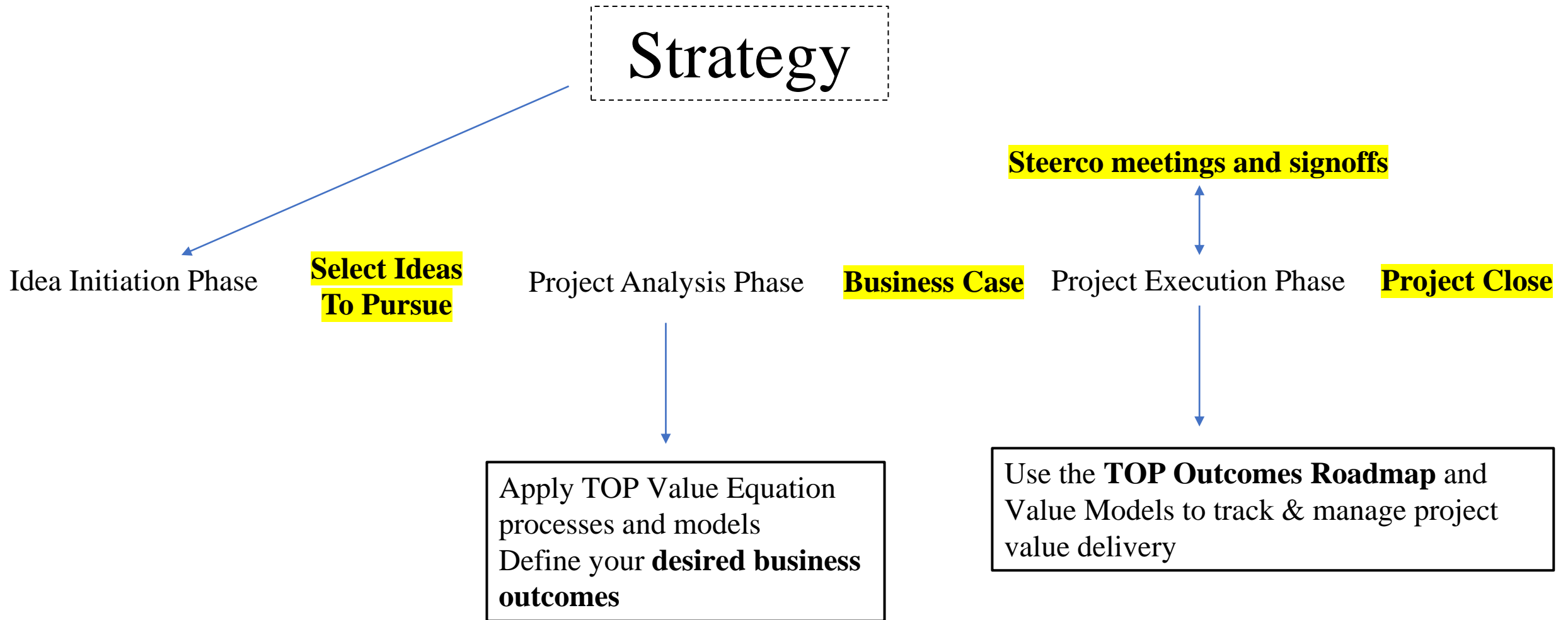
Strategic Goals require effective “PLANNING & EXECUTION”



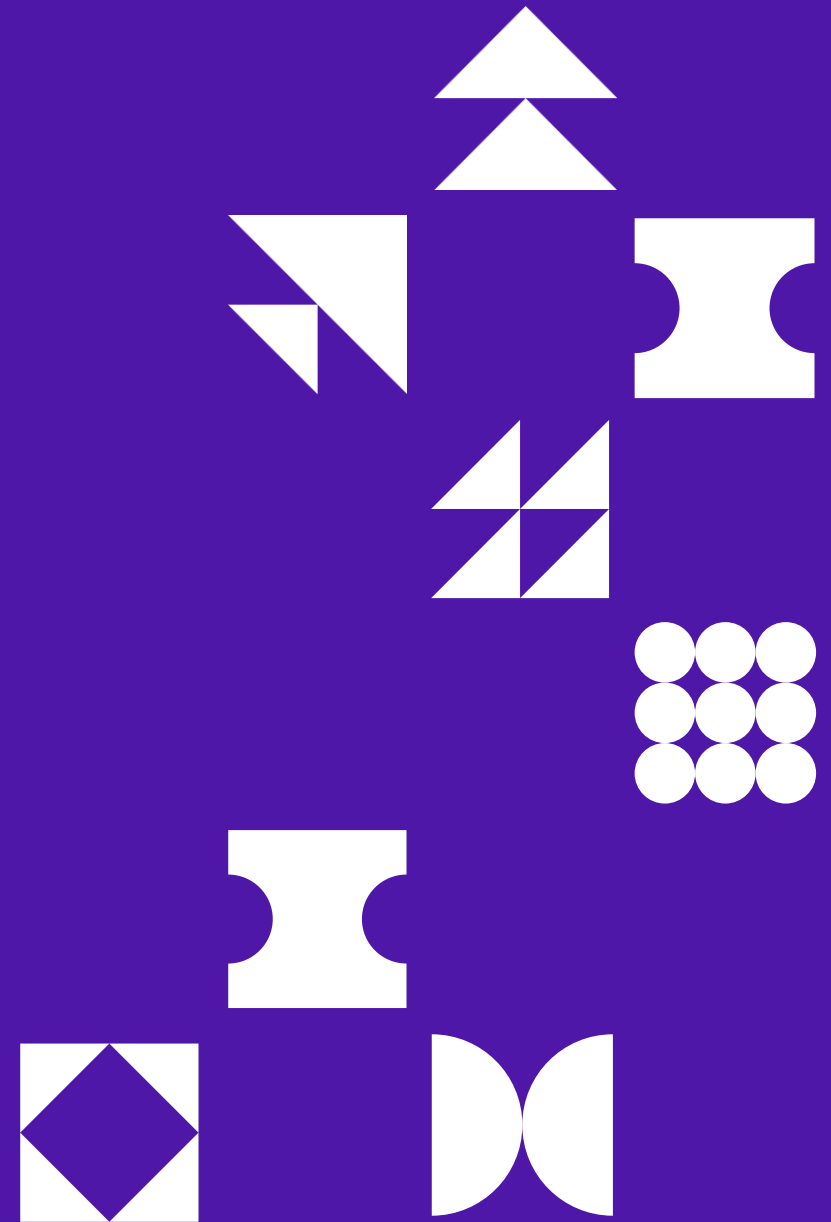
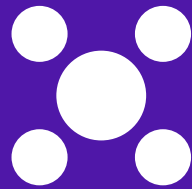
Program

Portfolio

“Project Governance” decision points are highlighted in **yellow**



Where do we fit “Value” ?



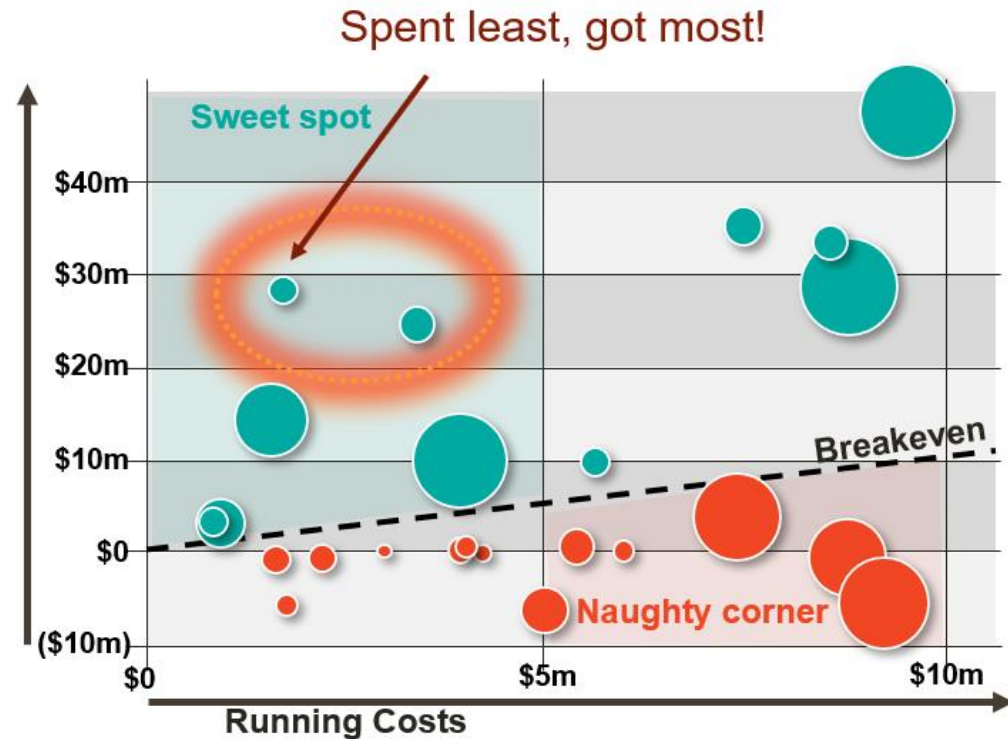
"In God we trust, all others must
bring data."

W. Edwards Deming

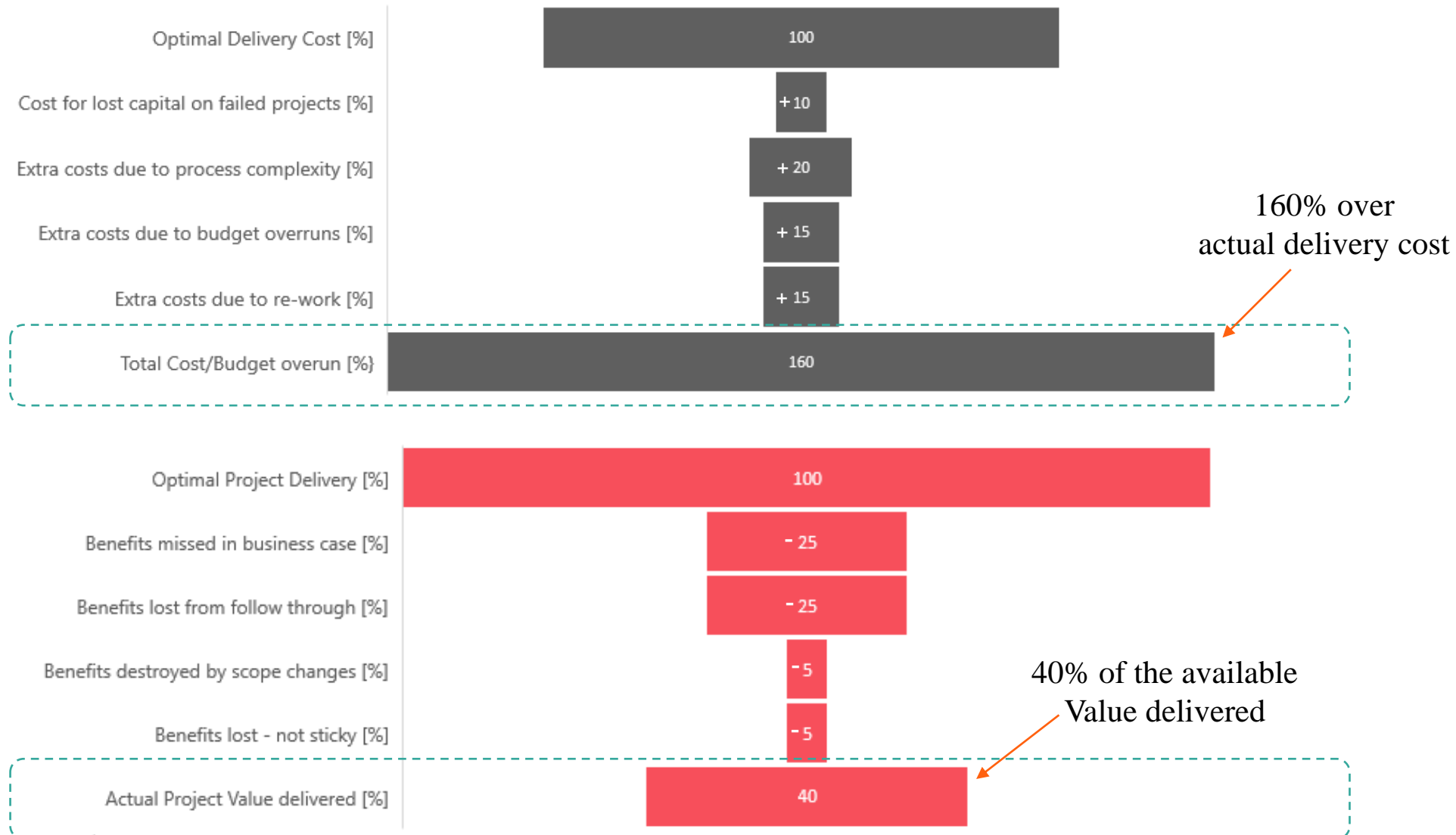
... worldwide **BCG research** collected standardized information on over 300 projects worldwide on organisations **implementing similar systems**

The research showed that some companies performed far better than others, they spent less on the project but realized more benefits!

... this begs the question, what did they do right ?



Where and how “Value” is destroyed >> further analysis dissected the causes!



To Deliver “VALUE” from Projects ...

1. **Define** the **Value**
2. **Track** the Value till it is **delivered**

... It's that simple

“VALUE” in its broadest meaning

- Obtaining business results and strategic contribution
- Meeting the business reasons for doing the project
- Avoiding the downsides if not done.

Measured by: “Yes”/ “No”, “Did we? /Didn’t we?” get the

- outcomes, benefits and *Quantified Value*.

←
→ narrow



“VALUE” in its narrow meaning

Quantified value is modelled/predicted/targeted and then tracked

Quantified OR Measured by:

- \$money terms (ultimately as money-in-the-bank)
- KPIs - Key Performance Indicators e.g., error rates
- Proxy Measures – e.g., Net Promotor Score
- Observation – e.g., “buzz”

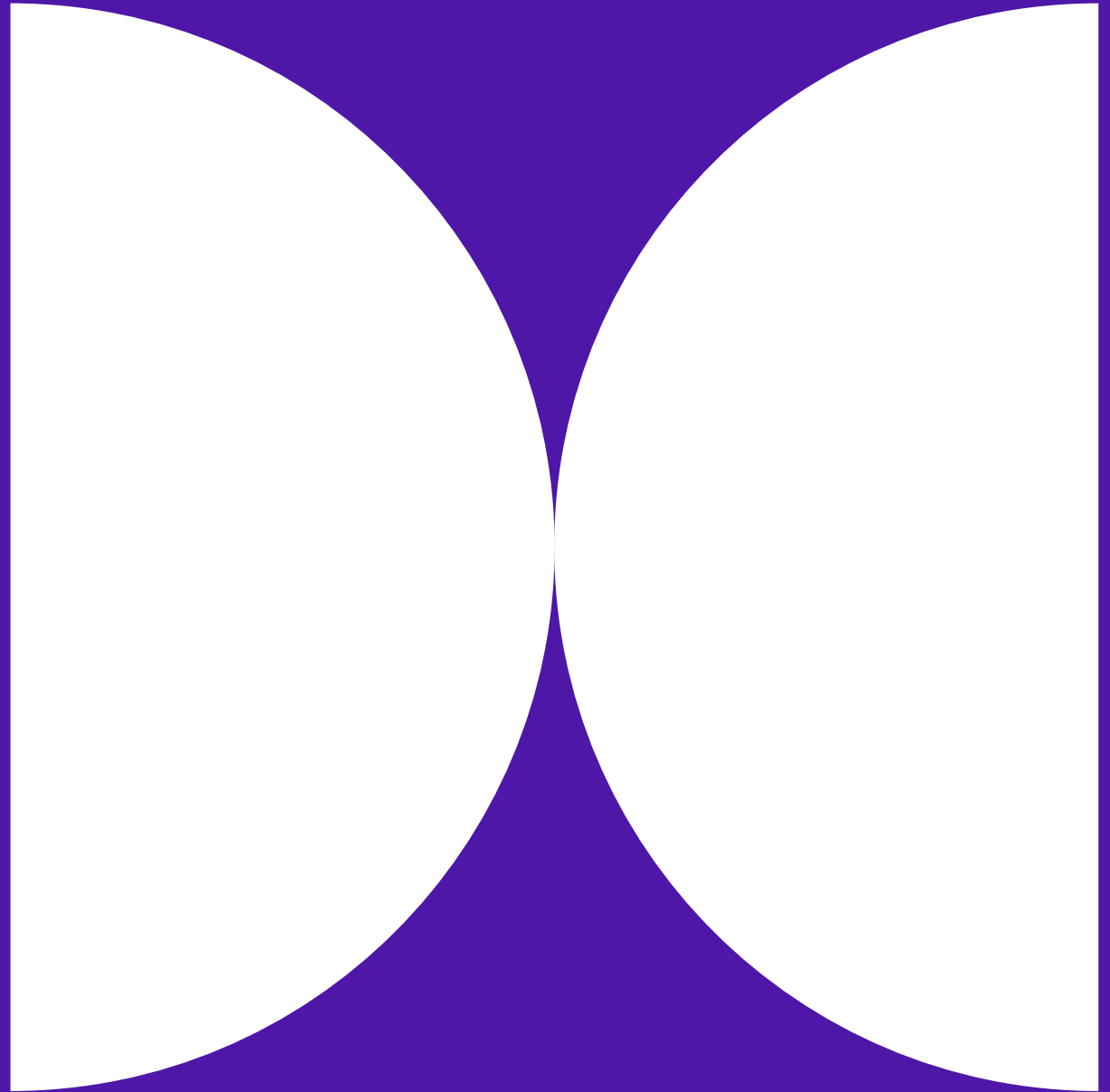


and...
value is in the
eye of the Beholder

Source: Making sense of value; <https://www.slideshare.net/PMIUKChapter/making-sense-of-value-michel-thiry-234671668>

Start with ...

“Outcomes Thinking” !



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-
- ✓ Learning to craft Outcome Statements takes a morning...
 - ✓ but you get very good at it after a few weeks





Nathan K. • 1st

Co-founder at ValuePoint • European Regional Partner at TOP

1mo • Edited •

Which do you want:

IT Project: "Install Office365"

- or -

Business Value: "All staff devices are upgraded for use of our Office 365 cloud solution, and each department has adopted a 'use it anywhere' approach to their work tasks, thus enabling a more flexible approach to 'where work gets done' and supporting an improved life/work balance."

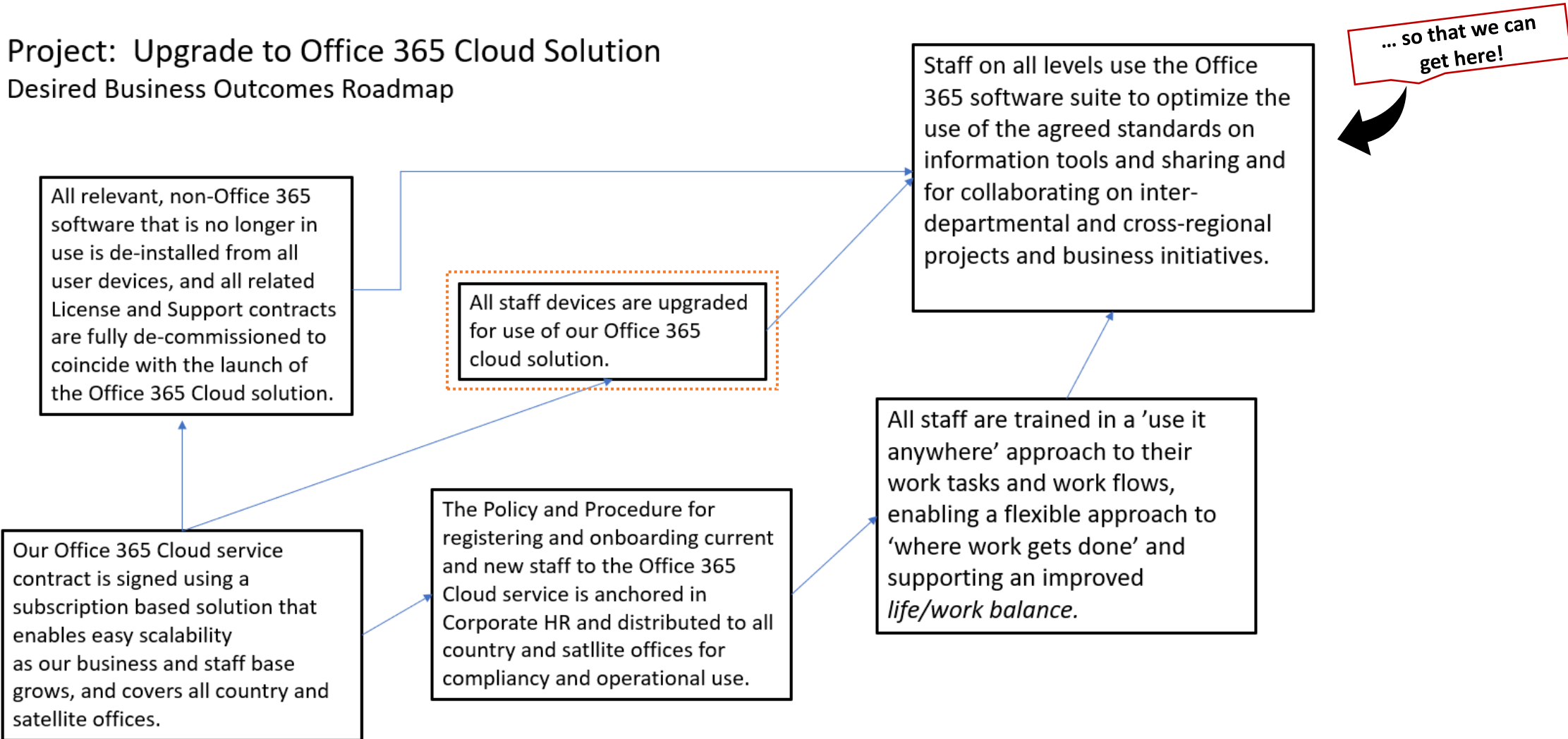
Value delivery works.

[#business](#) [#ValuePoint](#) [#totallyoptimizedprojects](#) [#success](#) [#management](#)

"...the VALUE Delivery Journey"

... Understand **Path Dependency** and its implications for decision making

Project: Upgrade to Office 365 Cloud Solution Desired Business Outcomes Roadmap



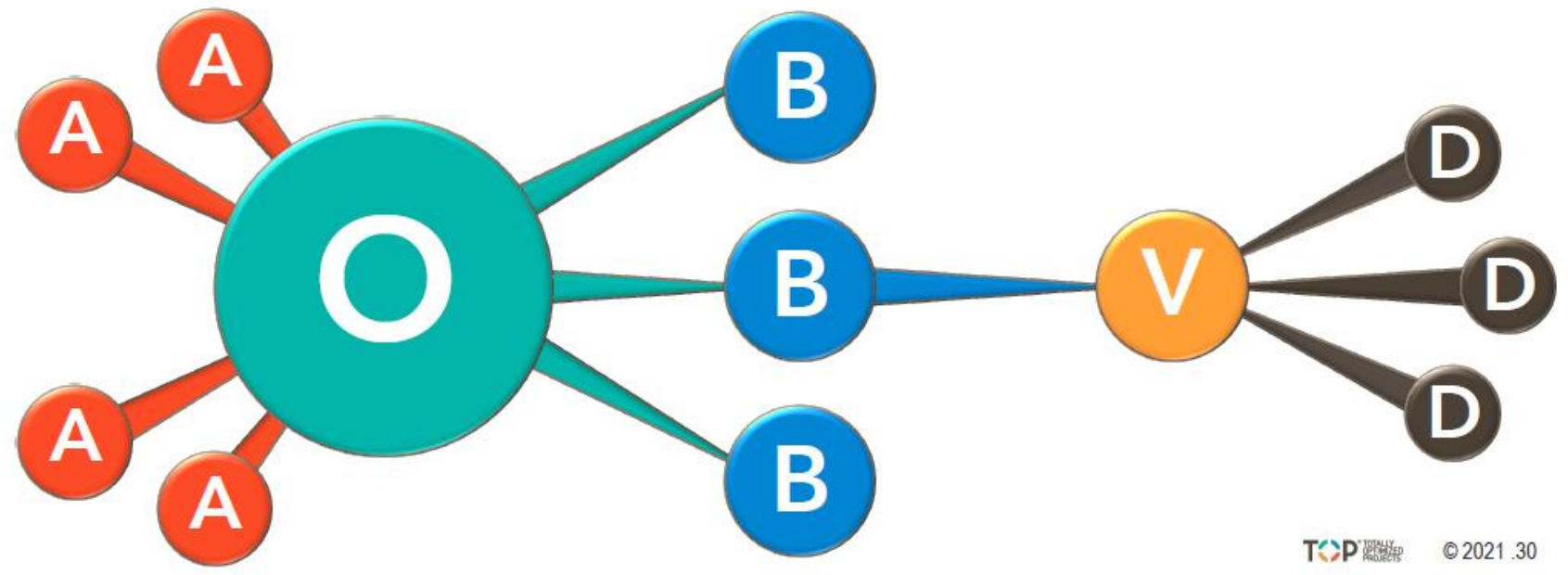
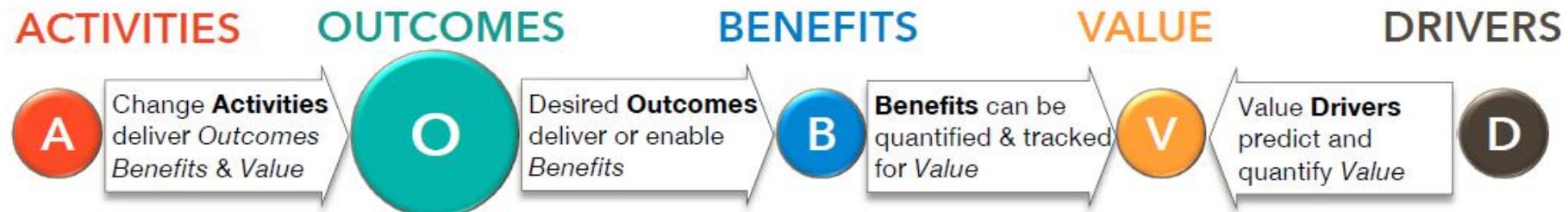
We start here

“Develop new CRM system”

Desired Business Outcome

Our CRM system ‘EVA’ is tailored to our requirements and all Sales staff are trained in the standard use of the software, including use of a standard terminology and which input fields to use for each entry and update. Each Sales department has a designated ‘EVA Guru’ who is responsible for both training of new staff and for monitoring that all entries are entered correctly and updated regularly following the agreed schedule.

... components of the **TOP Value Equation™**



“Clear Outcomes” allow you to plan systematically to identify all the activities to deliver them



The TOP Benefits Funnel™

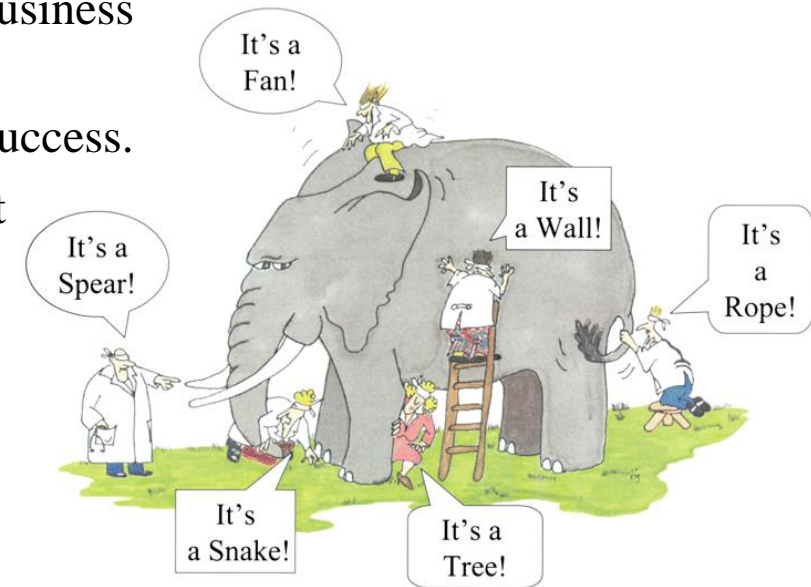


Benefit statements need to state ...

1. *The nature of the benefit*
2. *What is going to be benefited*
3. *How is it going to be benefited*
4. *By how much is it going to be benefited*

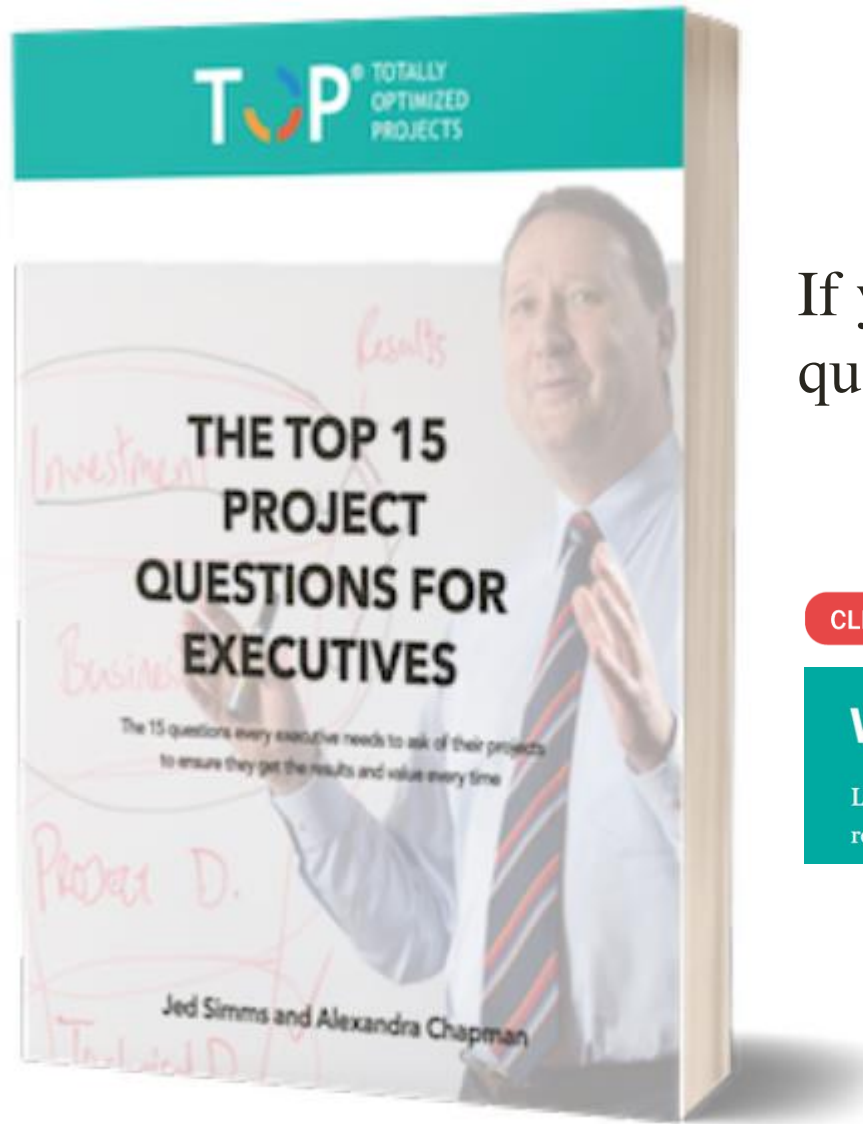
Why “Outcomes” Thinking?

1. Carefully crafted outcome statements give clear intention to the brain, so that you automatically move towards the intention.
2. The process for crafting Outcome statements shifts knowledge from Tacit (informal) to Codified (explicit) . It creates shared language & understanding.
3. Targeting Outcomes changes how we measure (project) success.
4. Targeting Outcomes changes the model of what a project delivers.
5. Targeting Outcomes shift the emphasis from delivering software to working business operational processes.
6. Reverse-engineering the Outcomes discovers ALL the activities required for success.
7. Outcome statements can be linked to illuminate Path Dependency and the best sequence for execution.



Who can learn & apply “**Outcomes thinking**” to improve Project Value Delivery?

- ✓ **Business leaders** and **executives** who need to execute strategy and direct the valuable projects that will achieve the strategy;
- ✓ **Project Sponsors** and **Steering Committee members** who must work together to define the project in detail so that it can be implemented, and then steer it into the organisation;
- ✓ **Investment committee** and **enterprise portfolio managers** who must choose which projects are funded and the overall portfolio of projects to be delivered;
- ✓ **Project managers / Business Product Owners** who seek to deliver a valuable result and need (and want) a better starting point than the unclear one. Anyone can facilitate using TOP to define a valuable project, including the project manager.
- ✓ **Managers** and **staff** in the organisation who want to be armed with the knowledge, skills and expertise so that they can improve their own working environment or lead their teams to do that.
- ✓ **Consultants** who want to help their clients get great results and who want skills and tools to transfer to their clients.



If you would like to access a free course on the key questions to ask at every step in the project life...

CLICK HERE



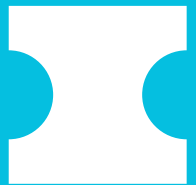
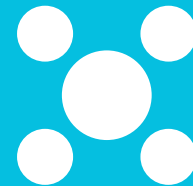
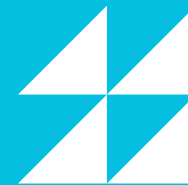
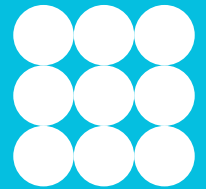
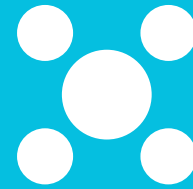
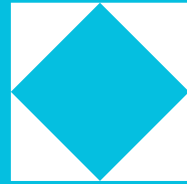
Want a fast introduction to TOP?

Learn the 15 questions executives should ask to dramatically improve project results. **For a limited time**, we are offering complimentary access.

SUBSCRIBE TO OUR COURSE
The TOP 15 Project Questions
for Executives
Complimentary access for 180 Days



THANK YOU!



ONE more thing! ...

“Outcomes thinking” in action ...



Edem Banibah, PMP®
Think | Innovate | Own
3h • Edited •

Welcome the convergence of Telecoms & IT... #staytuned

#Telecoms #5G #Cloudification #NextGen #ValueDelivery #Benefits #Outcomes
#OutcomesThinking #TotallyOptimizedProjects #ictbvtech

Alexandra Chapman Nathan Kunkel Rimas Skeivys Hans Vonk Hans Mensah, MBA, PRINCE2®, ITIL®, Vannel Mawuli Dzigba, PMP®, PMI-ACP®, CSM® Kubiati Udo Jean-Christophe HAMANI Jojoo Imbeah Samuel Chandrasekaran Christian Rouffaert Kobina Mensah Ewusie-Mensah Donald Ward Enoch Nkansah Brendan Cleary Reginald Lutterodt. MSc, PMP, CCNA Kwabena Oben-Nyarko Cyril Awere Prosci® CSaSP ICP-ACC SPC RTE PSM PMP

... “We’re working with Google Cloud to deliver the next generation of cloud services,” said Mo Katibeh, EVP and CMO, AT&T Business. “Combining 5G with Google Cloud’s edge compute technologies can unlock the cloud’s true potential. This work is bringing us closer to a reality where cloud and edge technologies give businesses the tools to create a whole new world of experiences for their customers.”



Franck V... • 1st
Founder & CEO at Mobilise - Mobile Strategy | SaaS | Digital | MVNO
5h • Edited •

Google Cloud unveils strategy for the telecommunications industry.

An ongoing theme we’ve talked about is the convergence of the Telco and Big Tech industries. Today we get a small peek under the hood of Google’s strategy when it comes to the telecommunications industry.

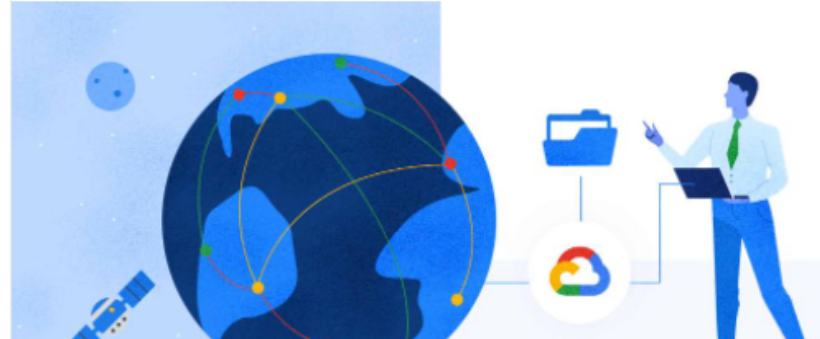
The basic message we can identify from Google’s strategy piece here is one of collaboration, not competition. Google helping Telcos to gain operational efficiencies and unlock new revenue opportunities around 5G networks and data.

“Google Cloud is focusing on three strategic areas to support telecommunications companies:

- Helping telecommunications companies monetize 5G as a business services platform.
- Empowering them to better engage their customers through data-driven experiences.
- Assisting them in improving operational efficiencies across core telecom systems.”

Networks, data and personalisation are debatably the big opportunities within the Telecoms industry over the coming decades. What is becoming less debatable (IMHO) is that Big Tech are well and truly positioning themselves above the Telcos to generate the most value from the industry over the coming years.

#telecoms #cloud #telecommunications #5g #ai #Google #att #vodafone #digitaltransformation #business





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ICT Business Professional || Value Equation Certified Practitioner || Business Value Trainer/Coach

Education –

- Totally Optimized Projects, TOP VCP, North Melbourne, Australia. (Feb 2019)
- MSc MoTIS – Management of Technology Information Systems, ESIEE Paris (Apr 2015)
- Project Management Institute, PMI-USA, License; PMP #1653244 (Jul 2013)
- BSc Computer Engineering, KNUST, Ghana (May 2009)

Work Experience –

- Professional Services Consulting & Delivery, SIGOS GmbH (June 2019 – till date)
- Regional Partner, Totally Optimized Projects | ict-bv.tech (Apr 2019 – till date)
- Technical Sales Consultant – SIGOS GmbH (Jun 2015 – May 2019)
- PMO BCP / DRP, Thales Global Services (Oct 2014 – Mar 2015)
- UTRAN Expert, Alcatel Lucent CTR – Orange 3G IP project (Mar 2012 – Feb 2013)
- OMC-R/UTRAN Support – Globacom Projects (Oct 2009 – Jan 2012)

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