



Value-Based Business Development Solutions

A Six-Step Implementation Program

Value-Based Business Development solutions focus decision making on optimizing the value of business opportunities from concept to implementation.

- Developing defensible business plans
- Identifying and selecting high-value projects
- Optimizing the economic value of projects and portfolios

WORKSHOPS

Opportunity Evaluation Workshops bring together key participants to achieve breakthrough results in strategy and team alignment. Participants learn by doing. Key strategic leadership principles covered: focusing on what matters to people, creating strategic options and choice points, identifying and delivering on the proof points that persuade others, and responding powerfully to upside and downside uncertainty.

1

Assess Current Situation

- Explore needs and current situation via on-site or web meetings
- **Deliverable:** Needs assessment and evaluation plan

2

Option A: Opportunity Evaluation Workshops

- Develop business model(s)
- Evaluate economic value and impact of uncertainty
- **Deliverable:** Business model templates and opportunity evaluation

Option B: Business Portfolio “Sweep”

- Develop opportunity portfolio
- Compare projects based on expected value, risk/reward, productivity and other factors
- **Deliverable:** Portfolio of selected opportunities

3

Develop System Requirements

- Develop software requirements based on findings from steps 1 and 2
- Develop organizational process flow
- **Deliverable:** Evaluation plan

4

Deploy Pilot System

- Configure software
- Provide access to hosted “in the cloud” software
- Fine tune system based on feedback and learning
- **Deliverables:** live system accessible by client users; refined system requirements

5

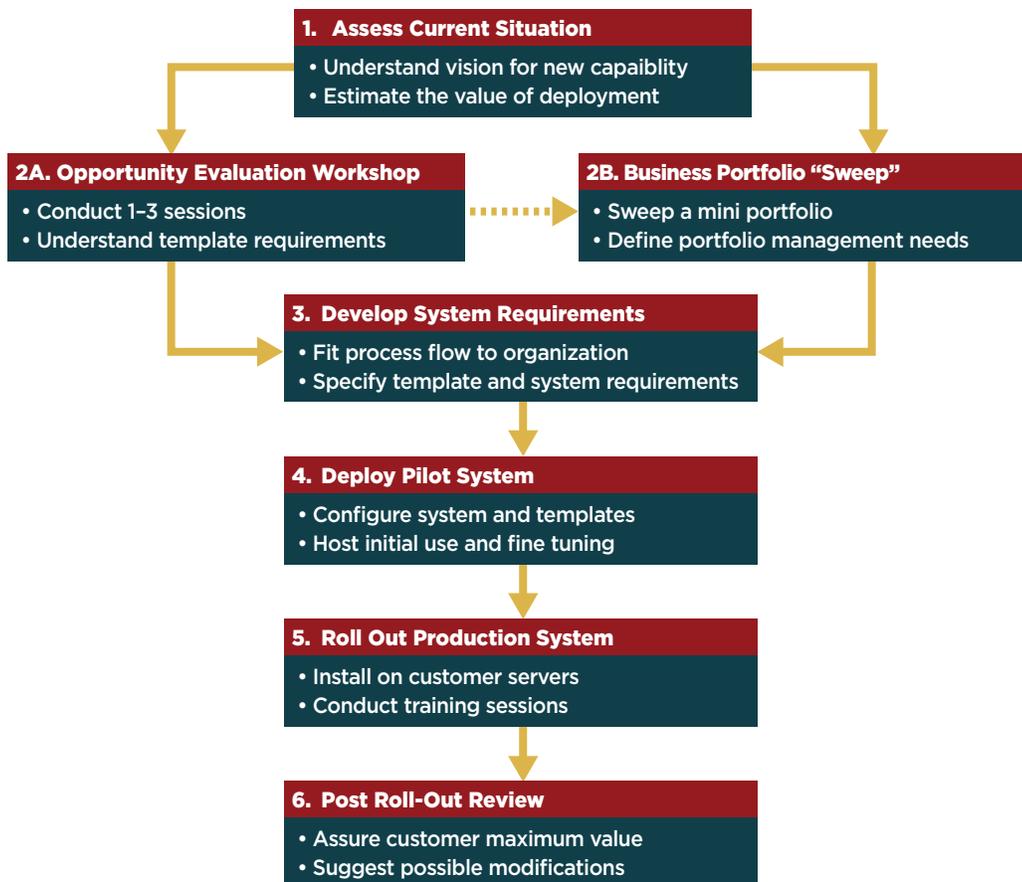
Roll Out Production System

- Refine system based on pilot
- Install on client servers or host “in the cloud”
- Train users and managers
- **Deliverables:** Portfolio Navigator® software system; training

6

Post Roll-Out Review

- Review user-experience
- Make modifications if required
- **Deliverable:** Technical and business process support



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