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The source for value-based management

VALUEPOINT™

Learn More About Strategic Portfolio Management

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Strategic portfolio management (SPM) is a powerful technique for making systematic decisions that increase the value of one's innovation and product development efforts. As Head of Solutions and Product at SmartOrg, I would like to introduce various tools we offer to help you learn more about the theory and practice of SPM.

ValuePoint

The first tool on the list is this ValuePoint newsletter. Every month, SmartOrg delivers to your email inbox a packet of information to help you learn more about SPM and its applications. You can browse the [archive](#) of past issues of ValuePoint, and if you are not currently a subscriber, you can [join](#) our delivery list.

Resource Library

On the SmartOrg [website](#), you will find a [resource library](#) containing case studies, white papers, and educational videos. You can browse through these to find information on key SPM techniques and applications.

Introductory Tools

Under the Resources menu, you'll also find a couple of interactive tools that illustrate some basic principles of SPM.

A company's portfolio of innovation and new product development projects is its engine for growth. New products and product and technology innovations replace products that are winding down and they provide the company a way into expanded and new markets. The [Portfolio Power Calculator](#) lets you get a rough estimate of how well your portfolio of innovation and product development projects will help you meet your growth goals.

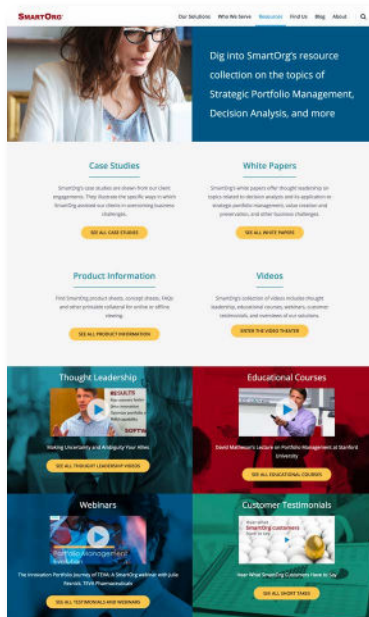
A key concept of SPM is that a growth portfolio is not a collection of multiple safe bets: the risk of a portfolio is not a simple sum of the risks

of the projects in that portfolio. SmartOrg designed the [Portfolio Game](#) to help you learn this concept through a simple simulation. It uses virtual dice to simulate the different risks associated with different types of projects, the same four types that the Portfolio Power Calculator uses. In the Portfolio Game, you can see that the value of a portfolio of risky but high-return projects generally exceeds the value of a portfolio of low-risk, low-return

projects. We also offer a classroom version of the portfolio game, a memorable experience for participants even after 10 years.

“Live as if you were to die tomorrow. Learn as if you were to live forever.”

— Mahatma Gandhi



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Educational Courses

Also in the Resources menu is a link to SmartOrg's [educational courses](#). The current course curriculum includes:

- Decision Quality
- Portfolio Analytics
- Aligning Finance and Innovation, Part 1

These courses will take you through the basics of decision analysis, its application to SPM, and the role of SPM in driving meaningful conversations between Finance and Innovation about where and how much to invest to uncover hidden upside value and drive growth. They are each formatted as a series of short video presentations, with some interactive exercises and unit quizzes that aid in and verify your mastery of the material.

Workshops

When you are ready to apply these lessons directly to your organization, you can turn to SmartOrg for practical [workshops](#), either at SmartOrg's San Jose offices or on-site at your facilities. SmartOrg offers workshops in:

- Portfolio Strategy
- Innovation Strategy
- Product Definition
- Portfolio Decision Making

These can be customized to your needs. We can conduct general educational workshops, or we can design them to help you reach real decisions specific to your portfolio and your unique challenges.

Training

Should you turn to SmartOrg to provide you with its web-based portfolio evaluation platform to support your business processes, we will also provide you with training in the use of the platform. Training is designed to meet the specific needs of the various stakeholders in your organization, from the system operators to the portfolio managers to the executive decision-makers.

Support Center

SmartOrg has a dedicated support center for our software clients. It contains resources on software how-tos, decision analysis and portfolio management, and FAQs when using the software. It serves as a bridge between clients and SmartOrg. You can submit a ticket through the support center when you need help using the system. If you are an existing client, you will see more content once you log on through our software.

I invite you to [contact me](#) to inquire about these learning tools and how you can use them in your organization to drive breakthrough growth.



Meet Us at Upcoming Events

Society of Decision Professionals DAAG Conference

David Matheson, President and CEO of SmartOrg, will be speaking on the topic of Embedded DA, and will also be a panelist in the session "Leveraging Failure", on how to fail forward and use project selection tools to pivot your portfolio.

10-13 April 2018 | Vancouver, British Columbia | [More Information](#)

Connect With Us



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SmartOrg's portfolio evaluation platform builds your capability to align innovation and finance to agree on where and how much to invest to drive breakthrough growth. Our web platform administers and conducts the evaluation of uncertain opportunities, aggregates and compares them, and optimizes the portfolio.

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