

What Business Are You REALLY In?

How to Align Your Business Strategy
With Your Customer's Expectations

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Business Strategy Track

Business Strategy Track Focus

- Connect the dots between your work and larger organizational strategy.
- Focus on knowledge of your industry and organization.
- Deliver better business outcomes.

Presentation Outcome

1. Learn how to view your business (your project) the way your customer does.
2. Learn how to align your work and communications to solve their problems.
3. Learn how to develop projects and products that take your customer to the next level.

THE BIG IDEA

Look Outside the Box

- It's not about you.
- It's not about your deliverable.
- It's about how you take the customer to the next level.

**THE BIG IDEA,
APPLIED TO SALES**

Start with the Customer's Needs

Stated Needs

- Accounting software

Real Needs

- Manage growth to the next level

Presentation Methods

My Competitors

- Many features
- A few benefits
- Coma-inducing demonstrations

Me

- Ask questions about the present (pain)
- Tell stories about the future (pleasure)
- 3-minute demo

Outcome

- I won the sale
- CBD
- Debrief

THE BIG IDEA
APPLIED TO PROJECT MANAGEMENT

Who is the Customer?

What Do They Care About?

What Business Are You REALLY In?

- Contributing to the customer's future
- Project → Program → Portfolio

HOW TO APPLY THE BIG IDEA IN PROJECT MANAGEMENT

Project Initiation – The Charter

- Continue asking “Why?”
- Apply the answer
 - Projects
 - Programs
 - Portfolios

Project Planning

- Scope
- Time
- Cost
- Communications

Project Execution

- Getting it done
- Leading
- Communicating
- Coaching

Project Monitoring & Controlling

- Auditing & changing
- Do our processes add value to the customer?

Project Closing: Lessons Learned

- What will we repeat next time, because it helps the customer?
- What will we never do again, because it doesn't help the customer?

IT'S YOUR TURN

Excelsior Software

Deliver ready-to-install point-of-sale software to Baskin & Robbins Ice Cream Company by December 31, 2016.

Northwest Trucks

Begin sales and production of our new pizza delivery van by December 31, 2016.

Q&A

CONCLUSION

Where Is Your Focus?

- It's not about you, your project or your team.
- It's about taking your customer to the next level.
- For the best outcome, focus on your customer's future.

Thank You

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