A top-down view of various home improvement and construction supplies arranged on a bright orange surface. The items include a pair of green and white work gloves, two rolls of wallpaper (one white, one grey), a white hard hat, a pink piggy bank holding a red pencil, a yellow measuring tape, a yellow spirit level, a white bucket with a paint color chart on its lid, a can of white paint, a paintbrush, a yellow foam roller, a red-handled brush, a small white bucket with a paintbrush, a miniature house model, a roll of white wallpaper with blue stripes, and a yellow and black tape measure.

Articulating Value to Stakeholders
IIBA Columbus BACon
Friday, 4 November 202



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Purpose & Agenda

Purpose: To discuss ways we can articulate the value of what is being delivered to stakeholders

AGENDA:

- Introduction
- Articulating Value
- Practice with scenarios
- Debrief
- Conclusion



The Value of Articulating Value

Why Articulating Value Is Important



**Keep
stakeholders
engaged**



**Get their
feedback**



**Direct future
activities of
teams**



**Provide purpose
for development
teams**



***Trust ensures future
collaborative success***

Put the Focus on What Matters



Outputs



Outcomes



Impacts

Outputs v. Outcomes

In your small group, discuss:

In your current/recent environment, what are some of the outputs and outcomes you are measuring?



Value Categories

Functional – What Does It Do?

Value to Business

Value to Customer

Business Savings

Time Criticality

Risk Reduction

Opportunity Enablement

Reduces Effort

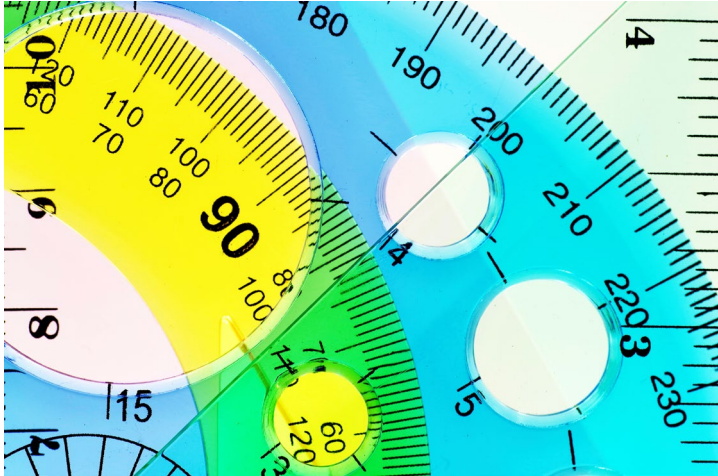
Saves Time

Organizes/Integrates Systems

Increases Quality



Quantitative v. Qualitative



Emotional – How Does It Make Me Feel?



Design/Aesthetic Value

Rewards User

Provides Access

Fun

Increases Positive Associations

Life-Changing – How Am I Different After This Change?

Sense of Affiliation

Sense of Belonging

Motivation



Social Impact – How Is the World Different After This Change



Impact Beyond Personal Gain

Value Categories

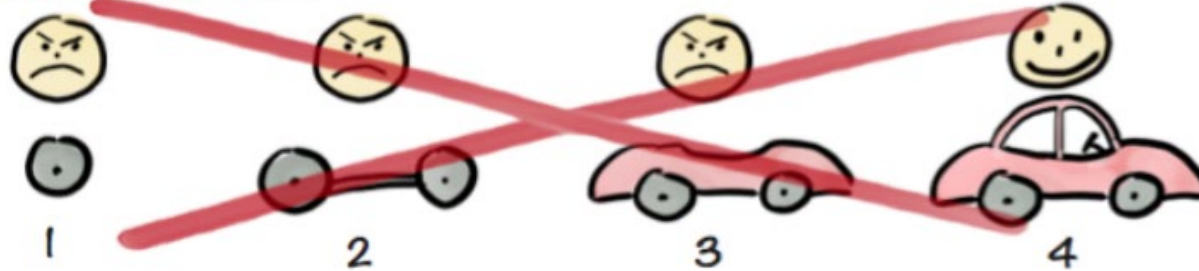
In your small group, discuss:

What are some ways that
you are measuring value
today?

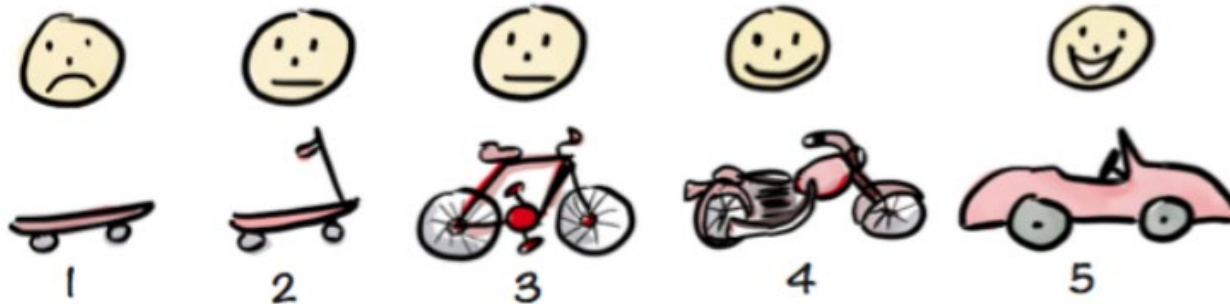


Value Scoring

Not like this....



Like this!

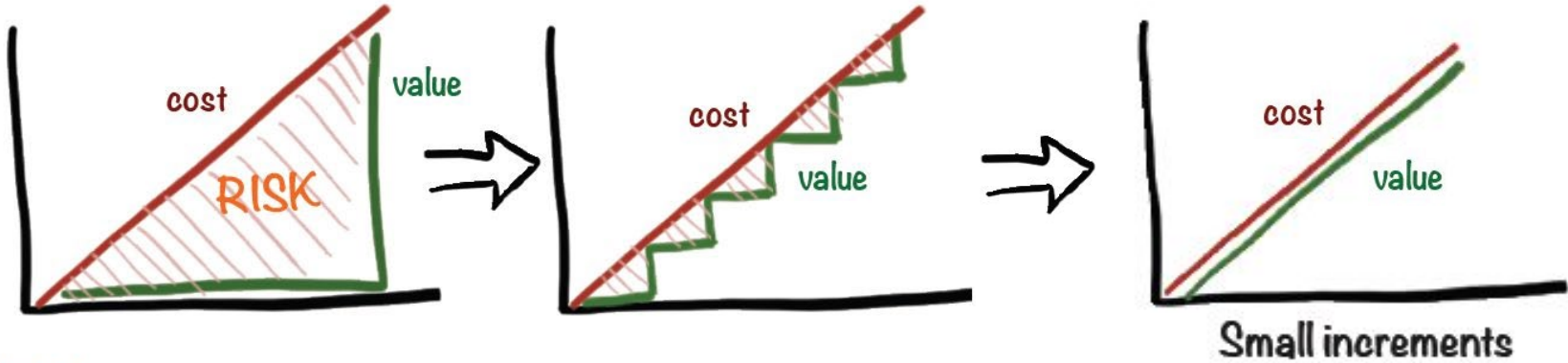
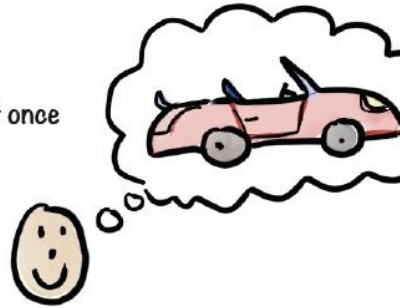


Small increments can accelerate value delivery and reduce risk

Agile = Iterative + Incremental

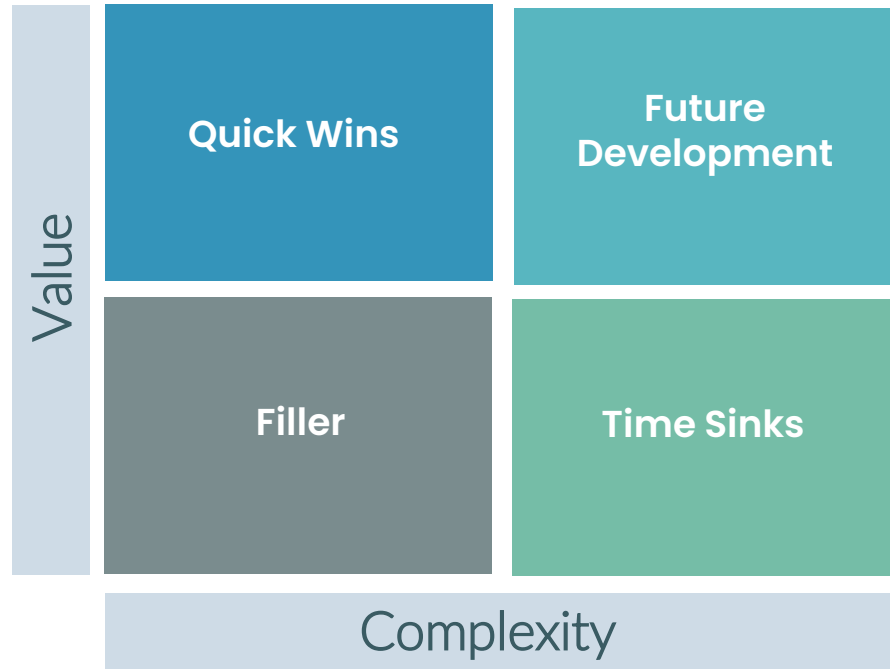
Don't try to get it all right from the beginning

Don't build it all at once



Small increments

Value Scoring





Stakeholder Engagement

Stakeholder Touchpoints and Feedback Loops



How to identify



How to engage



When to engage



**How to define business problem to be solve/
value to be realized**



Incorporating feedback appropriately



What to do when you're not getting feedback



Stakeholder Check-ins



Practice

Identifying Opportunities for Communicating Value: Exercise 1

In your small group, discuss:

Your product team is upgrading a human resources information system (HRIS) application that integrates with multiple other HRIS applications.

- What value might this bring to the company?
- What new outcomes would you expect with this additional functionality?
- How would you gather the data needed to know whether this is occurring?
- What would be the impact to the company overall?

Identifying Opportunities for Communicating Value: Exercise 2

In your small group, discuss:

Your product team is adding features to your consumer website that will allow users to build a wish list of items they might want to purchase in the future.

- What value might this bring to the company?
- What new outcomes would you expect with this additional functionality?
- How would you gather the data needed to know whether this is occurring?
- What would be the impact to the company overall?



Debrief



**Additional
Questions?**



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