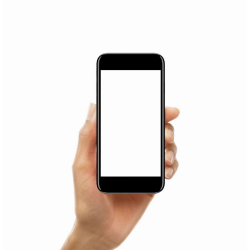


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Talk to Me!

I appreciate your feedback on what transformation tips you find useful and am glad to discuss your transformation effort! Reply to this email to schedule a free 1 hour consultation.

Accelerating Value

Innovate, create urgency and encourage rapid learning to Accelerate Value in your project today!

The Covid-19 Pandemic accelerated transformation for many organizations and provided an example of how companies can respond quickly to identify and change what is needed for their business to survive. As Microsoft CEO Satya Nadella put it, "We've seen two years' worth of digital transformation in two months."

Observing company actions, we see how the best transformations have been driven by a focus on Accelerating Value. Companies that made targeted improvements and communicated well the "what, why, and how" of transformation to their employees were the most successful in implementing

effective change during this pandemic. These tips for Accelerating Value can be applied to your project.

Focus Innovation on “What Matters”

The first and most important concept of Accelerating Value is understanding what is important and focusing on what makes a difference. Whether your project is delivering a product to customers or making a substantial improvement to an internal process or system, the concept is the same. Don't try to Accelerate Value in every aspect of your project, focus on what makes a difference!

I've posted to my website an interview with Denny Georg on [Accelerating Value](#). Denny's experience as a Vice President and General Manager at Hewlett Packard delivering technology solutions to customers provides great insight. In that interview, Denny notes “In general, Accelerating Value requires a strong focus on delivering a product or project that will make a difference for the customer who is buying the product. Delivering more whether in a single project or the complex integration of multiple projects starts with an understanding of the marketplace, technology evolution, development and delivery capacity, and most importantly where choices make a difference in the final product.” These concepts can be applied to any project.

It's important to understand the choices in your project that will really make a difference to your customers, employees and the bottom line for your business. If you are looking for some ideas on how to do this, review my blog [Focus Innovation on What Matters](#) and [Bold Transformation](#) with tips on anticipating important innovation trends, setting specific goals, evaluating solutions and defining a customer focused roadmap.

Create urgency around “Why”

It would be an understatement to say that the pandemic created a sense of urgency around company transformation. To be successful in Accelerating Value, the organization needs to align around critical deliverables, understand why those deliverables are important and have a sense of urgency in executing those. With substantial company initiatives, the communication and sense of urgency around “why” a strategic initiative is important must be driven from the top.

As a project leader, however, you have an important role in creating the project structure and team mindset for successful acceleration. Make sure your team understands the “why”, knows the most critical project deliverables that align to

the strategic initiative, have clarity on their responsibilities and have a personal sense of urgency. Some good ideas for driving this with your team:

- Post your project priorities in a visible place and have those priorities posted in rank order. Establish a decision-making forum and process that uses the rank order list when making tradeoffs between important deliverables.
- Create a networked cross functional team with the expertise, skills and mandate to

drive
key
project
deliverables
and
value.

This
whitepaper
on
**Business
Agility**
from
Scaled
Agile
might
also
be
interesting
for
you.

- Connect
people's
personal
success
to
the
strategy
by
aligning
each
team
member's
responsibilities
back
to
the
list
of
priorities.
- Speak
to
your
team
member's
hearts
as
well
as
their
heads.
Help

them
see
their
role
as
change
leaders
that
can
make
a
meaningful
contribution.
Encourage
and
reward
the
team
for
their
energy,
enthusiasm
and
passion.

If you are facing organization apathy or resistance, continue to engage leadership for better alignment and communication. However, don't get so caught up in getting everyone on board that you get nothing accomplished. Start with areas that your team can make a difference. Delivering visible, meaningful value will ultimately be rewarded in an organization that has good leadership.

Encourage rapid learning

The importance of responding to new information has been another key transformational concept during the pandemic. When a situation is evolving and new information is constantly coming in, the team needs to be flexible to better Accelerate Value. In my discussion with Denny Georg, we talked about the importance of rapid learning. "This requires a commitment to being, as a leader and a team, hard on the challenges and open to discussion. Change in the execution of complex programs is a reality. Making changes quickly in the light of new information leads to better outcomes. Being the most aggressive at learning has the benefit of leading to better execution, better projects outcomes, and in most cases more competitive products." As a project leader, you can use several techniques to apply this concept of rapid learning to your projects.

- Encourage
your

team
to
be
aggressive
in
gathering
new
information
and
learning.
Bring
new
information
to
the
team
in
ways
that
make
it
easy
to
understand
and
absorb.

- Make your thought process visible to your team and others in the organization. Use project forums to openly discuss new information and ideas.
- Engage the

team
in
decision
making.
Share
information
with
the
team
on
resource
and
schedule
assumptions
so
they
can
be
more
open
to
change
and
effective
in
participating
on
decision-
making
about
alternatives,
tradeoffs
and
the
impact
of
those
to
your
priorities.

- Stay
focused
on
delivering
the
greatest
value
possible
in
those
selected
areas

of
your
project.

The pandemic has been a time of transformational change for many people and organizations. We should leverage what we've learned during this challenging time to Accelerate Value in our projects. Some ways for doing this are to focus on what makes a difference, create a team mindset and passion for accelerating value, and encourage rapid learning within the team.

So, how have you Accelerated Value in your transformation? Reply to this email with your comments.



Are you new to Project Management?

Key concepts in this blog relate to Launching your project, including these activities.

- Understand critical customer business requirements.
- Identify expectations and challenges by getting ideas from different perspectives.
- Develop an integrated view of project goals and reflect that back to your stakeholders.

Learn More about this PM process step and other **PM Essentials**



Additional Resources

Read my interview with Denny Georg on Accelerating Value.

Learn more about accelerating value in the digital transformation efforts you have launched during the pandemic from Chris James, CEO of Scaled Agile. Read this [Forbes Article](#)

Accelerate value through better innovation with information in my blog [Focus Innovation on What Matters](#) based on a webinar and HBR article written by Professor Melissa Schilling.

View this interesting video on [Organizing for Innovation](#) by Professor Melissa Schilling to better structure your organization to accelerate value.

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About Annette

Annette is a business transformation coach working with executives to create more effective operations and greater business value. Both vision and execution are key to motivate people to transform work. She guides leaders to develop transformation vision and strategy, structure implementation projects and roadmaps, and she mentors project teams to be successful. She also shares tips, resources and leading practices as a PM mentor and through her [Transformation Tips blog](#).



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