

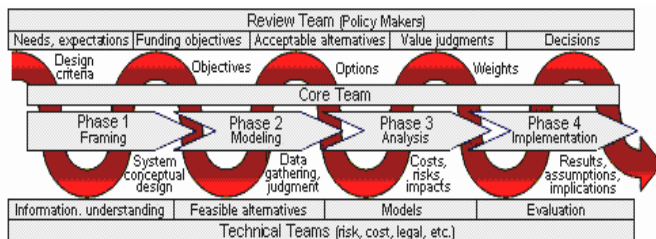
Resources are insufficient to do everything at once. A well-designed project priority system can identify which projects to fund now, which to postpone, and which to scale back or eliminate. The process must be practical, fair, defensible, and as objective as possible.

For over 20 years I have been helping clients design and implement project prioritization and capital allocation processes. A priority system generates essential information; eliminates many endless meetings, reduces costs, and enhances the achievement of the fundamental objectives of the enterprise.

Approach

Most prioritization tools assign points to projects based on a scoring process intended to measure project “goodness.” Scores are weighted and summed, but the results don’t accurately indicate project priorities.

In contrast, I use the approach known as multi-attribute decision analysis (MADA)*. MADA-based priority systems quantify the actual value of candidate projects. The model is designed in a workshop setting. The collaborative process ensures the model accounts for all relevant considerations, model inputs are readily attainable, and we obtain the full understanding and buy-in of your team.



The approach:

- Determines the dollar value of each project, allowing “soft” project benefits to be appropriately combined and compared with “hard” financial benefits.
- Quantifies risks and the impact on project value.
- Reduces gaming and levels the playing field for the competition for resources.

* MADA is also referred to as multi-attribute utility analysis.

- Is based on MADA, widely recognized as best-practice.

"Multi-attribute utility [is] the best approach to ... prioritization problems."
DOE Independent Technical Review Group

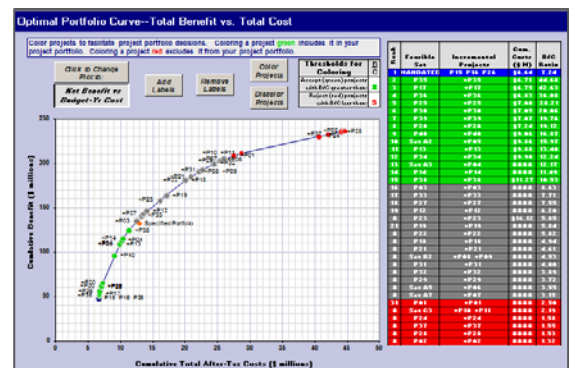
"Multi-attribute utility analysis ... provides a rigorous, sound, and demonstrated way to quantitatively combine dissimilar measures of costs, risk, and benefits."
DOE Standard for Risk-Based Prioritization

"Multi-attribute utility analysis... is in my view the best approach for analysis of complex and high stakes decisions."
University of British Columbia Professor Tim McDaniels

"This basic model [multi-attribute utility analysis] ... although not without its critics, is the single most broadly accepted normative model of rational choice."
Multi-Criteria Analysis Manual, UK Department of Communities and Local Government

Services and Products

- On-site educational seminars on the principles and techniques for valuing and prioritizing projects.
- Framing workshops to design the logic, metrics, and models for valuing your projects.
- Low-cost, analytically powerful project prioritization tools built on the familiar Excel platform.



Results

Well-designed priority systems allow organizations to achieve lasting improvements in bottom-line performance. We are responsive, results driven, and focused on helping you do what works best in your situation.

See my website, www.prioritysystem.com for more information.