

Break the Business Value Model

Many people in the Agile community talk about business value but often do not know exactly what it is or how to express it. The purpose of this workshop is to introduce an approach for determining and representing business value. One of the key messages that the session will deliver is that Business Value is a model that should be continually reevaluated rather than a monetary amount. The session will also provide attendees with a technique for testing and refactoring the Business Value Model as business conditions and project realities change.

From our experience, the business has been opposed to trying to quantify Business Value because they feel they have to make a commitment. Session Participants will realize that by expressing Business Value as a model, they are able to choose from a variety of options to address their business problems, and that the software they develop is often an option rather than a commitment which can help to mitigate this issue.

Format:

- Introduction to the techniques of "Business Value as a Model" and "Break the Model".
- Worked Examples by presentors.
- Select case studies from the audience (provide advance warning in the session description)
- Facilitated Session to help session participants develop their own Business Value Models.

Audience:

- Business
- Project / Programme Managers
- Business Analysts
- Managers
- Consultants

Duration:

90 Minutes

Bios:

Chris Matts has been a business analyst in Financial Services for over a decade. He has seen many projects struggle or fail because the business value was not properly understood and as a result the wrong (working) software was delivered. He is the co-author with Andy Pols of "The Five Business Value Commandments", published by Cutter.

Kent McDonald has been a business analyst in State Government, Performance Marketing, Insurance, and Mortgage lending for a decade. He has seen teams struggle because they did not have the proper guiderails to make decisions that a business value model provides.