

# Project Prioritization During Business Recovery

While emerging from a major business disruption, project prioritization is essential to identify which initiatives need to accelerate, which to launch, and which to stop. With changing business strategies, new go-to-market strategies, and new or enhanced delivery channels, the organization will need to re-assess and reprioritize its project portfolio.

## THE KEY QUESTION

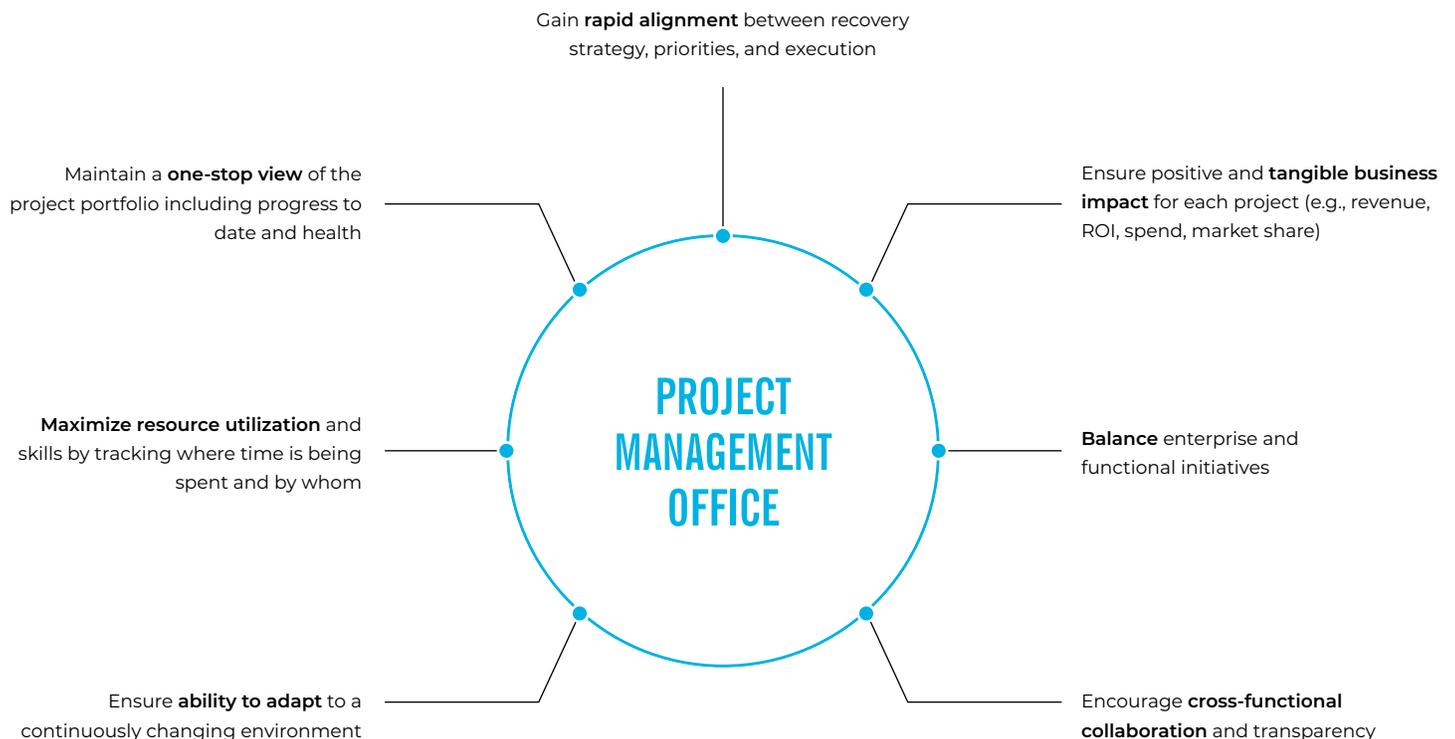
Is there a centralized project prioritization methodology in place that can be easily aligned to the new business strategy?

- Many businesses are being faced with the challenge of rapidly **enhancing their project management capabilities** including of creating project prioritization criteria, processes, and tools.
- Creating or **enhancing prioritization capabilities** becomes more complex when coordinating across functions, business units, and regions each with their own set of needs and circumstances.

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The organization in charge of project execution (the PMO) requires the capability to respond to new urgent priorities. The PMO must be able to quickly evolve to adjust to business disruptors as severe as a global pandemic.

## PMO BEST PRACTICE BENEFITS



## HOW JABIAN CAN HELP

SPEED TO EXECUTION will be the key differentiator for those organizations that are able to adapt and leverage their position to gain a competitive advantage. Jabian can help prevent common pitfalls in project delivery and strategy execution.

COMMON PITFALL		HOW JABIAN CAN HELP	
1	The recovery strategy is <b>too vague</b> or subject to multiple interpretations	→	Articulate the strategy down to the <b>KPI level</b> and clearly communicate across all levels and functions
2	Multiple new projects defined sporadically <b>without clear alignment</b> to strategy or level of impact	→	<b>Determine prioritization criteria</b> based on the new KPI targets and include in the project intake process
3	Wide mix of functional and corporate project owners making it <b>difficult to determine priority</b> , sequence, and accountability	→	<b>Establish a steering committee</b> and portfolio ownership to manage intake, approve projects, and manage resources
4	Unusually high volume of initiatives can not be executed with the <b>limited number of resources available</b>	→	Build or update the <b>portfolio roadmap</b> that sequences by KPI impact, resource needs, and dependencies
5	There is a <b>lack of visibility</b> into key project progress and resource utilization at the corporate level	→	<b>Use practical tools</b> to create trackers at the portfolio and project level to ensure cross-project alignment and coordination of resources
6	Inability to adapt to <b>continuous changes</b> or pivot as strategies evolve	→	Incorporate <b>dashboard views and feedback loops</b> to confirm impact to business of ongoing projects and conduct continuous KPI revisions and environmental scans

## EXAMPLE TOOLS AND WORK PRODUCTS

STRATEGY ALIGNMENT MAP



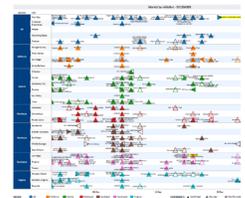
STAKEHOLDER MAP



PROJECT ALIGNMENT MAP



RESOURCE MAP



PROJECT INTAKE FORM

Project Name	Strategic Alignment	Operational
Project A	High	Low
Project B	Medium	Medium
Project C	Low	High

PORTFOLIO TRACKER



DELIVERY PROCESS STANDARDS



RECOVERY DASHBOARD



If you are interested in learning more about how Jabian can help you prioritize your recovery portfolio, simply contact us at [planahead@jabian.com](mailto:planahead@jabian.com).