

Community Event



LACE

*CCSQ Lean Agile
Center of Excellence*

**Business
Value**

Conversations about Business Value

Encourage Relationship/Community Building:

- Outcomes are improved by leveraging diverse perspectives within groups of people focused on the same goals
- The teams have opportunities to hear the pain points and the victories of stakeholders and users. They also see the flexibility, willingness to participate in problem solving, and the passion of Stakeholders
- Stakeholders gain a better understanding of the teams' processes, the difficulty and complexity of implementation, and most importantly, they witness the team applying collective, creating problem solving to address their needs



DEFINE VALUE WITH OBJECTIVES

Business Value



The budget is not just a collection of numbers, but an expression of our values and aspirations.

”

– Jack Lew



CCSQ LACE TRAINING

Business Value

Business Value is the quantification of the benefits that an organization derives from its investments, initiatives, or activities.



BUSINESS VALUE

The Benefits of Business Value



Creates shared understanding of the positive impacts of team objectives to the organization's strategic objectives



Includes tangible and intangible outcomes that help achieve strategic objectives



Aligns the teams the perceived worth of a feature or product to stakeholders




Allows organizations to project *and* measure delivered value for one or more Agile Release Trains(ARTs) for a single or multiple Planning Intervals(PIs)



BUSINESS VALUE

Assessing Business Value



The value of an idea lies
in the using of it
– Thomas A. Edison



Assessing Business Value in Government

We suggest using these five categories to help evaluate business value in a government context

- Use Case Prominence
- Political Goodwill
- Citizen Goodwill
- Spend Optimization
- Penalty Avoidance



Prominence of Use Cases

Use cases represent specific scenarios or situations where the features are utilized to achieve the outcome described in the objective.

Does this objective create positive impact for largest population of users, or the most critical functions of a product or service?

BENEFITS:

- Faster release of key value to US Citizens
- Serving the most, or most important users first
- Ensuring critical functions are delivered faster
- Supports Political Goodwill



Political Goodwill

Political capital refers to influence in policymaking. Thus, projects and initiatives that successfully support the agencies objectives accrue goodwill from policy makers, administrators, and people holding Federal elected/appointed positions

Is this objective highly valued by the current administration and aligned with policy changes made by the current administration?

BENEFITS:

- Influence on Funding and Resources
- Support for Policy Objectives
- Stakeholder Engagement and Collaboration
- Legitimacy and Authority



Citizen Goodwill

This refers to the support and engagement of the public towards public institutions and initiatives.

Does this objective impact outcomes driven by community cohesion and shared interests of a significant citizen population to shape political decisions?

BENEFITS:

- Enhances Public Trust
- Improves Service Delivery
- Supports Policy Implementation



Penalty Avoidance

Penalty Avoidance refers to the proactive measures taken to prevent or mitigate potential penalties, fines, or legal liabilities associated with project delays, non-compliance or quality issues.

Does this objective minimize the likelihood of non-compliance penalties?

Avoiding penalties can be beneficial in the follow ways:

- Cost savings
- Improve Compliance
- Enhance Reputation
- Legal and Regulatory Stability



Spend Optimization

This refers to the reduction or avoidance of expenses incurred by federal agencies while delivering services and programs to the public. Spend Optimization can result from various initiatives aimed at improving efficiency, streamlining processes, reducing waste and optimizing resource utilization.

Do the benefits of this objective justify the costs in the short, medium and long term?

Some benefits include:

- Budget Efficiency
- Fiscal Responsibility
- Taxpayer Relief
- Strategic Investments



Use Case Prominence	Political Goodwill	Citizen Goodwill	Penalty Avoidance	Federal Spend Optimization
How large is the affected population?	How does this align with the ideals of the current administration?	How does this affect the users?	What are the legislatively mandated deadlines?	How does it reduce operations costs?
Which critical/secondary personas does the objective target?	Can failure negatively impact goodwill?	Is this a new service?	Are there financial Penalties?	How does failure to deliver impact operational costs?
Which use cases support critical operations?	What makes the center look good?	Who does the service support?	Does failure to deliver impact the next congressional BY?	How does it reduce time to objective?
Which use cases support the most users / users within critical personas?		How critical is the service being updated?		

