

# Client L Competitive Advantage Discovery Process

## The Essentials

- Kick off today**
  - Introductions
  - Objectives
    - Transformation
    - Customer Focus
    - Niche Analysis
    - Concept development
    - Action, Next Steps, Timing
- Strategic Integration of Concepts**
  - Niche Discovery
    - Market
    - Team - Formal network
    - Informal Networks
    - Analytic Models
    - Brands

## 1 - Initiation

- 1.1 Project Launch**
  - Category
  - Financials
  - Team
    - Track progress
    - Lead
      - Technology
      - Marketing
      - Sales
      - Agency - advisors
      - Finance
- 1.2 Project Objective & Scope**
  - Establish Project Objective
  - Establish Project Scope
  - Map Requirements
  - Map Solution
  - Map Training Requirement
  - Review Project Scope
- 1.3 Project Schedule and Budget**
  - Determine Project Approach, Stages and Steps
  - Estimate Project Duration
  - Establish Resource Requirements
  - Prepare Project Schedule and Budget
  - Prepare Work breakdown structure
  - Document Success Criteria
  - Review Project Schedule
- 1.4 Project Organization**
  - Identify Project Resources
  - Recruit Project Steering Committee
  - Recruit Project Coordinators
  - Identify / Recruit Key Stakeholders
  - Determine Training Requirements
  - Map the Project Organization Chart
  - Review Project Organization
- 1.5 Project Control Procedures**
  - Establish Project Administration Procedures
  - Establish Quality Control Procedures
  - Establish Progress Control Procedures
  - Establish Change Control Procedures
  - Establish Issue Resolution Procedure
  - Review Project Control Procedures
- 1.6 Develop Business Case**
  - Estimate Project Costs
  - Identify and Quantify Benefits
  - Determine Break-even Point
  - Analyze Risk
  - Review Business Case
- 1.7 Project Initiation Stage Assessment**
  - Prepare Initiation Stage Assessment
  - Review Initiation Stage Assessment
  - Follow-Up Initiation Stage Assessment
  - Compile Project Initiation Report

## 2 - Concept Development & Analysis

- 2.1 Preparation**
  - Establish checkpoints
  - Acquire team resources for stage
  - Conduct stage kick-off meeting
- 2.2 Tools (MDS)**
  - Determine Frequency of Meetings
  - Schedule Meetings
  - Brief Project Board
  - Prepare Meetings
  - Conduct Meetings
  - Follow-up Meeting
- 2.3 Workshops**
  - Update Project Schedule
  - Update Budget / Costs
  - Conduct Team Status Review
  - Create Status Report
- 2.4 Customer Interface**
  - Request Changes
  - Identify Alternative Solutions
  - Conduct Steering Committee Meeting
  - Document Change Responses
  - Implement Change(s)
- 2.5 Issues Management**
  - Identify Project Issues
  - Assess Impact of Issues
  - Assign Resources
  - Resolve Issue
- 2.6 Quality Control**
  - Schedule Quality Review Meeting
  - Prepare for Quality Review Meeting
  - Conduct Quality Review Meeting
  - Follow-up Quality Review Meeting

## 3 - Action

- 3.1 Final Products**
  - Prepare Product Evaluation
  - Conduct Product Evaluation
  - Initiate Maintenance Process
- 3.2 Project Completion**
  - Prepare for Project Closure Meeting
  - Conduct Project Closure Meeting
  - Follow Up Project Closure Meeting
- 3.2 Process Improvement**
  - Prepare Project Review
  - Conduct Project Review
  - Implement Process Improvement