

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