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5 Reasons PPM Will Matter to CIOs in 2012

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There are 5 reasons why Project Portfolio Management (PPM) will matter to CIOs in 2012. As executives for more than 20 years in global service organizations and having worked to help a number of notable organizations and their CIOs such as Maersk, British Airways and the UK government find success in executing their PPM objectives, we would like to offer the following 5 reasons why PPM will grow in importance in 2012:

1. Increase IT's value and alignment with the business

CIOs who focus on integrating IT more into the portfolio management process can help blur the lines of separation, be part of the value discussion and be viewed as a partner to the business.

2. Improve the flow of ideas and work in progress

IT involvement earlier in the lifecycle will contribute to better decisions and choices made with the business. It will improve visibility into necessary investments and resources required to meet demand and will allow a more transparent environment for how things get done.

3. Advance the quality of ideas and not just the outcome

Understanding the demands of the business will drive CIOs to take a closer look at what is possible and will help them judge how well IT can or can't execute on delivering a given project to a "right first time" level of quality.

4. Build trust and integrity into the process

Traditional portfolio management models are plagued by disconnects between business sponsors and IT. While this is similar to solving the alignment issue, I believe the difference is that a CIO who gets IT involved earlier in the portfolio management process and embedded more will also help craft a working model that has much better checkpoints and gateways for decision-making and therefore result in a framework with more integrity and less bureaucracy.

Furthermore, a portfolio is about balance, not just pursuing every profitable opportunity. You can do that in the following five ways:

- a. Build on strengths
- b. Attack weaknesses
- c. Capture opportunities
- d. Control threats
- e. Maximize return whilst balancing risk.

5. Establish the CIO role as strategic one once more

With so much being written about the value of the CIO each year, CIOs who look at portfolio management as a lifecycle that permeates the whole business have an opportunity to be more strategic and insightful. They can position themselves as the custodians of technology and advancement vs. being a cost center.

About the Authors



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Alex Adamopoulos is CEO of Emergn, a global professional services company. Alex is an executive with more than 20 years experience in global services organizations. He has extensive international experience with a deep understanding of culture, work, and life ethics especially in relation to establishing alignment and crossing cultural barriers. Over the years, Alex has brought know-how and practical business experience to companies that want to excel and compete globally. With a focus on performance measurement, business value and bottom-line profitability, Alex has successfully applied working models and practices to accelerate the solutions and strategies of companies to drive results.



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