

Driving innovation through strategic project management



Henrik Byström
Microsoft



Henrik Byström

Produktmarknadschef Office 365, Microsoft

Strategisk projektstyrning i mer än 15 år
Projektledare, Affärsområdeschef, Styrgrupp,
Innovationsprojekt, Förändringsledning, Ledarskap,
Moderna arbetssätt, Informationsteknologi

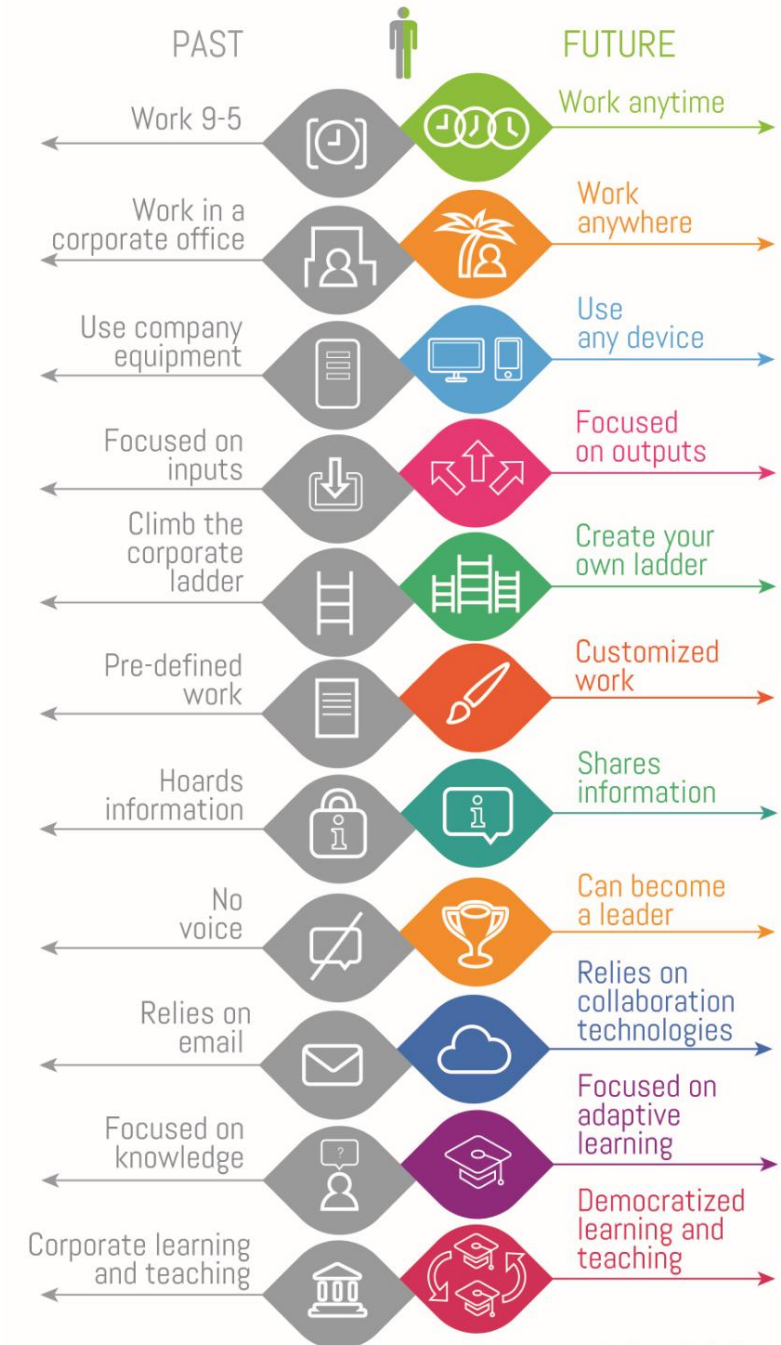
Industriella revolutionen



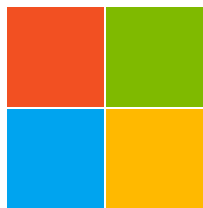
Fjärde industriella revolutionen



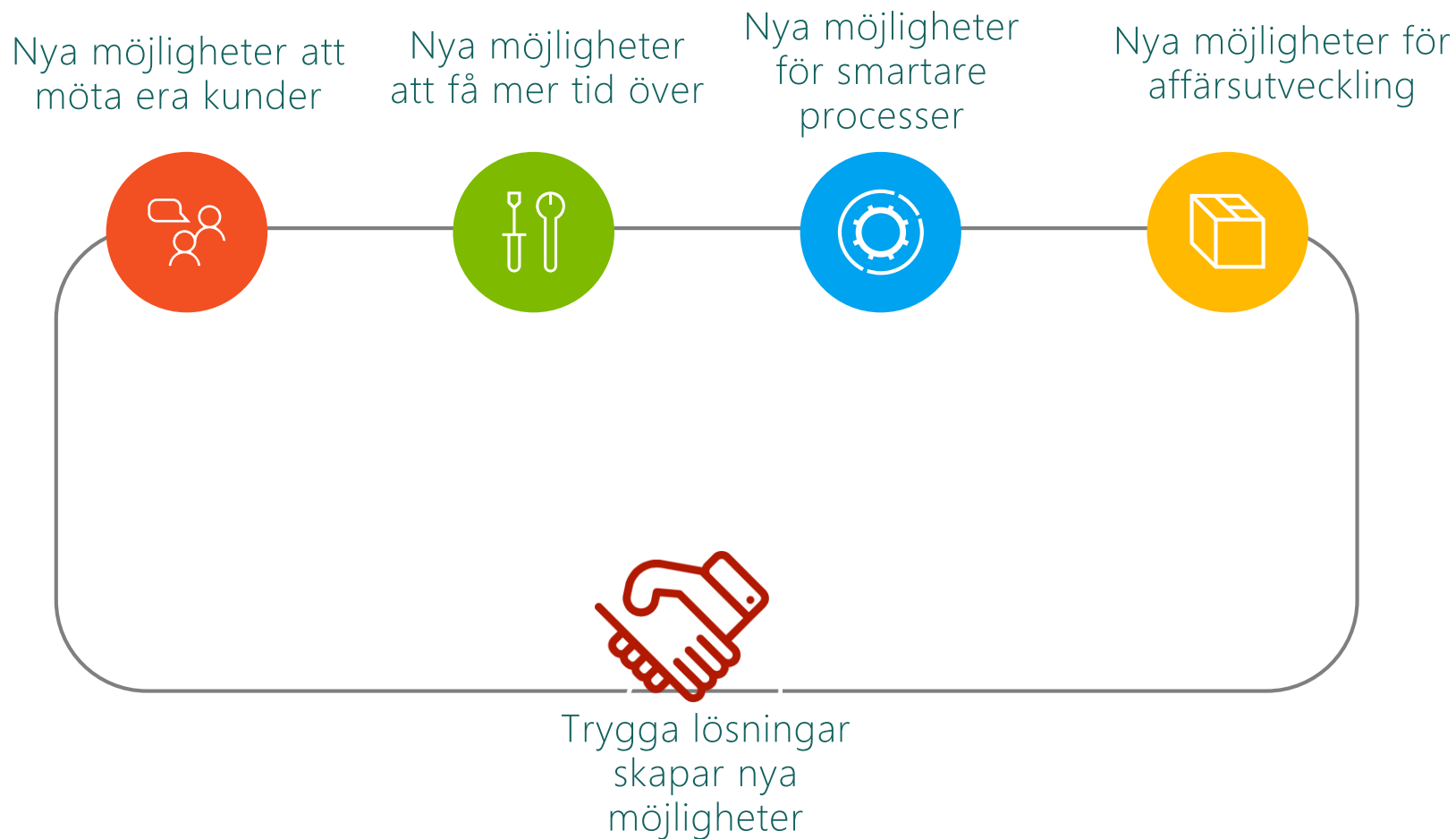
THE EVOLUTION OF THE EMPLOYEE



Source: Jacob Morgan

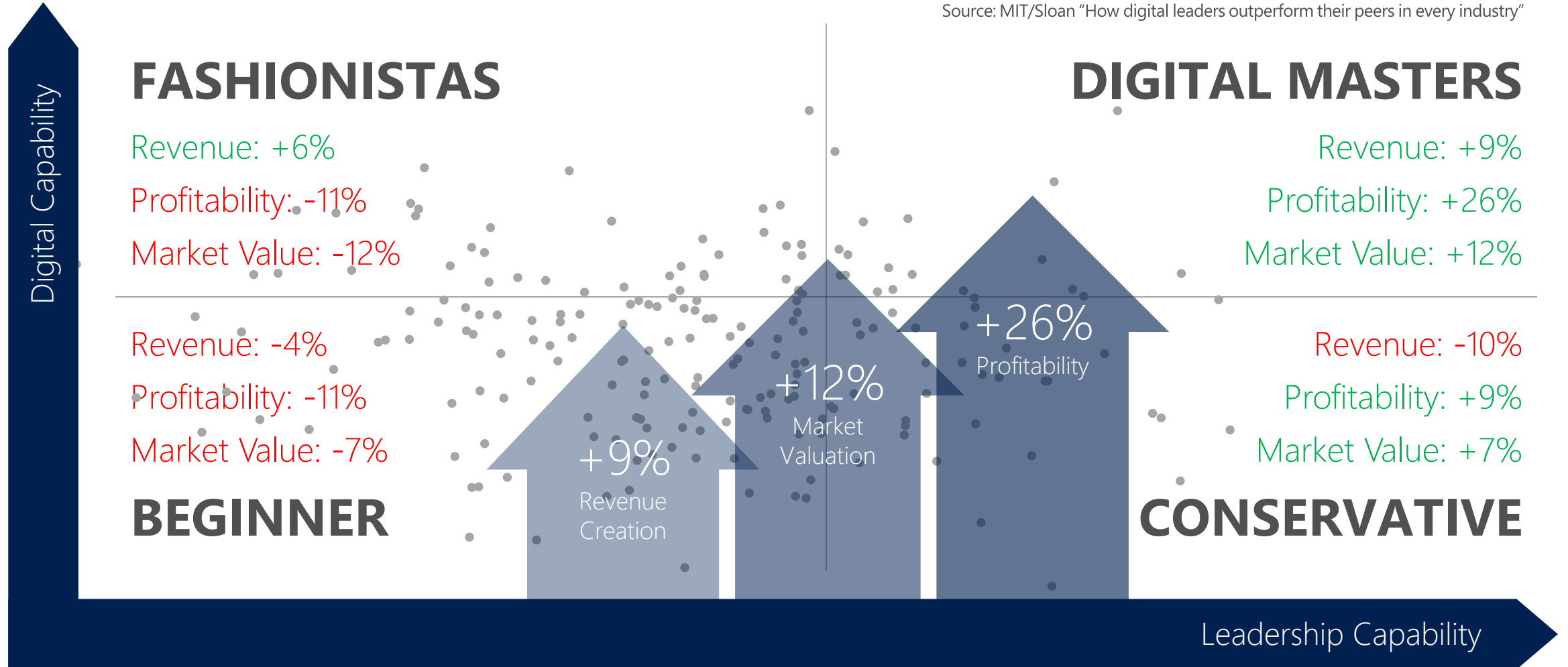


TILLSAMMANS SKAPAR VI NYA MÖJLIGHETER GENOM DIGITALISERING



Digital Masters perform better

Source: MIT/Sloan "How digital leaders outperform their peers in every industry"



Customer facing processes

Operational processes

Social Media

- Monitor reputation
- Promote products and services
- Sell products and services
- Provide customer service
- Build Customer communities

Customer Experience

- Ensure cross-channels consistency
- Personalize the customer experience
- Offer Self-service

Mobile Channel

- Promote products and services
- Sell products and services
- Provide customer service

Analytics

- Target marketing more effectively
- Personalize marketing communications
- Optimize pricing
- Better qualify sales prospects

Process Digitization

- Automating processes
- Monitoring operations in real-time
- Adaptability to external changes

Internal Collaboration

- Active knowledge sharing
- Use of internal social networks and video conferencing
- Working anywhere, anytime, any device

Data integration

- Customer data
- Other data (finance, supply-chain, operations)

Source: MIT/Sloan "How digital leaders outperform their peers in every industry"



Projekt är ett av de snabbaste
sätten att nå förändring

Smart innovation is key

58%

of companies do not have an innovation strategy

— Capgemini

Innovation

17%

higher 5-year CAGR for highly aligned companies

— Booz & Co.,

58%

of projects are not highly aligned to strategy

— PMI

Alignment

71%

of well-aligned projects completed

— PMI

14X

more investments at risk

— PMI

Execution

89%

of projects successful in high-performing companies

— PMI

"Var skall vi börja?"

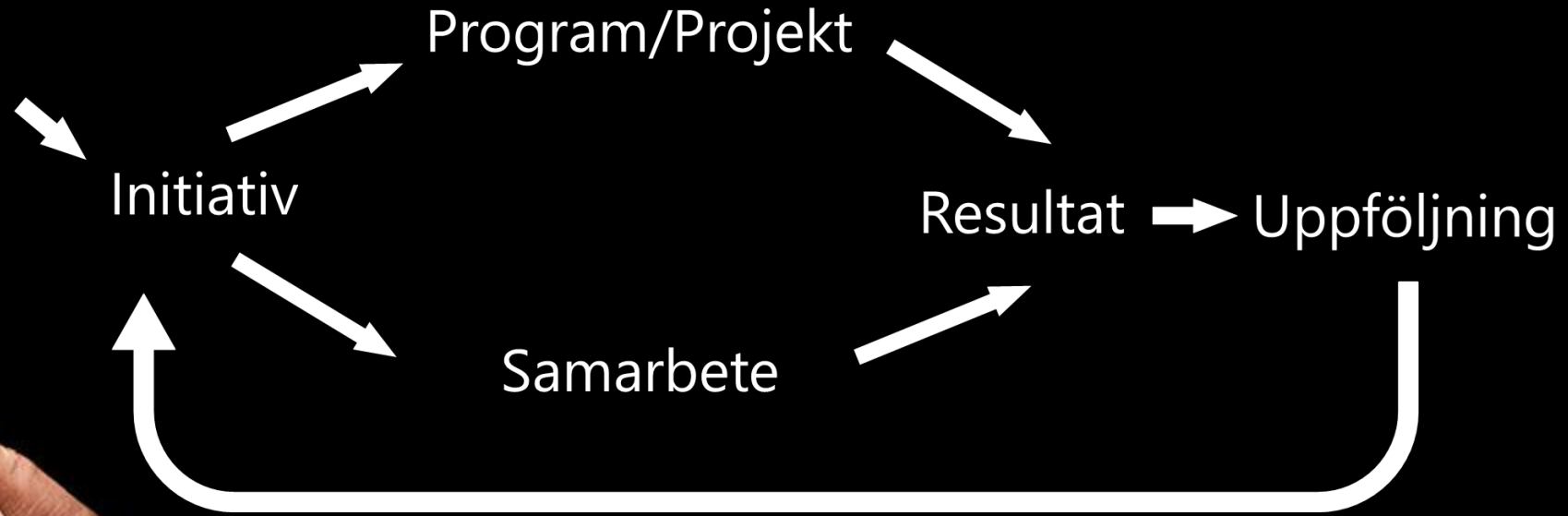
"Legalt krav!"

"Hur skall vi prioritera?"

"Hur vet vi om vi lyckas?"

"Måste göras, styrelsebeslut!"

"Följer vi förändringsplanen?"



Hur kan vi få stöd av
modern teknologi?

Idébank och strategiska mål

Office 365

Outlook Calendar People Yammer OneDrive Sites Projects Tasks

BROWSE DRIVER

New Delete Export to Excel Print

Driver Share

- Projects
- Approvals
- Tasks
- Resources
- Strategy
- Driver Library**
- Driver Prioritization
- Portfolio Analyses
- Reports

EDIT LINKS

Driver Name ▲	Department ▲	Status	Created Date	Created By	Modified Date
Expanding into New Markets and Segments		Active	8/27/2014	MOD Administrator	8/27/2014
Improve Customer Satisfaction Score		Active	8/27/2014	MOD Administrator	8/27/2014
Improve Employee Satisfaction		Active	8/27/2014	MOD Administrator	8/27/2014
Improve Product Quality		Active	8/27/2014	MOD Administrator	8/27/2014
Increase Market Share in Existing Markets		Active	8/27/2014	MOD Administrator	8/27/2014
Reduce Expense Base		Active	8/27/2014	MOD Administrator	8/27/2014
Standardize and Streamline Cross-Functional Processes		Active	8/27/2014	MOD Administrator	8/27/2014

Project

Kategorisering av strategiska framgångsfaktorer

Kvantifiera effekten för varje affärsdrivande faktorer.

The screenshot shows the 'Office 365 Projects' interface. At the top, there are navigation tabs for 'BROWSE' and 'DRIVER'. Below the tabs, there are buttons for 'Save & Close' and 'Close'. The main content area is titled 'Project Impact Statements' and contains the following text: 'Each project in the associated department can be measured against this business driver. The impact rating describes how strongly a given project contributes to the business driver.' To the right of this text is a list of five impact levels, each with a corresponding description:

- None**: Does not grow revenue from any markets and segments
- Low**: Grows revenue from new markets and segments by up to \$500K
- Moderate**: Grows revenue from new markets and segments by \$500K to \$1M
- Strong**: Grows revenue from new markets and segments by \$1M to \$3M
- Extreme**: Grows revenue from new markets and segments by more than \$3M

Screenshot from Project Online

Prioritering av initiativ

Prioritera affärsdrivande faktorer med en intuitiv jämförelseprocess.

The screenshot shows the 'PRIORITIZATION' interface in Project Online. On the left, a sidebar lists navigation options: Projects, Approvals, Tasks, Resources, Strategy (with sub-items Driver Library, Driver Prioritization, Portfolio Analyses), and Reports. The main area displays two drivers for comparison:

- Driver 1:** Expanding into New Markets and Segments. Description: Expand revenue growth aggressively by penetrating new markets and expanding reach to segments of penetrated markets.
- Driver 2:** Improve Customer Satisfaction Score. Description: Measurably improve scores on customer satisfaction surveys through implementing standardized customer service processes, grow the number of customer s[...]

Between the two drivers, a dropdown menu is open, showing comparison options:

- is more important than
- is much more important than
- is more important than
- is as important as
- is extremely more important than
- is much more important than

Below the comparison options, a list of other drivers is visible:

- Improve Employee Satisfaction: Implement approved morale-boosting techniques in order to measurably improve employee satisfaction on standardized employee satisfaction surveys
- Improve Product Quality: Implement process improvements and best practices in order to improve product quality, as measured by defects per million and SLA levels
- Increase Market Share in Existing Markets: Improve market share percentage or market position in already penetrated markets
- Reduce Expense Base: Implement standardized practices across organization to reduce expense.
- Standardize and Streamline Cross-Functional Processes: Implement a library of standardized functions across processes, in order to reduce the cycle time of processes across the organization as a whole and [...]

Screenshot from Project Online

Prioritering av initiativ

Styr urvalet av initiativ baserat på affärsdrivande faktorer utifrån de kvantitativa effekter som tidigare definierats.

Office 365 Projects

BROWSE ANALYSIS

Save Close Define Properties Prioritize Projects Review Priorities Analyze Cost Analyze Resources Export to Excel Print

Analysis Navigate Share

Projects

Tasks

Issues and Risks

Resources

Strategy

Driver Library

Driver Prioritization

Portfolio Analyses

Reports

Product Innovation Hub

Health Assessment

Reporting Tool Project Site

My Timesheets

Basic Site

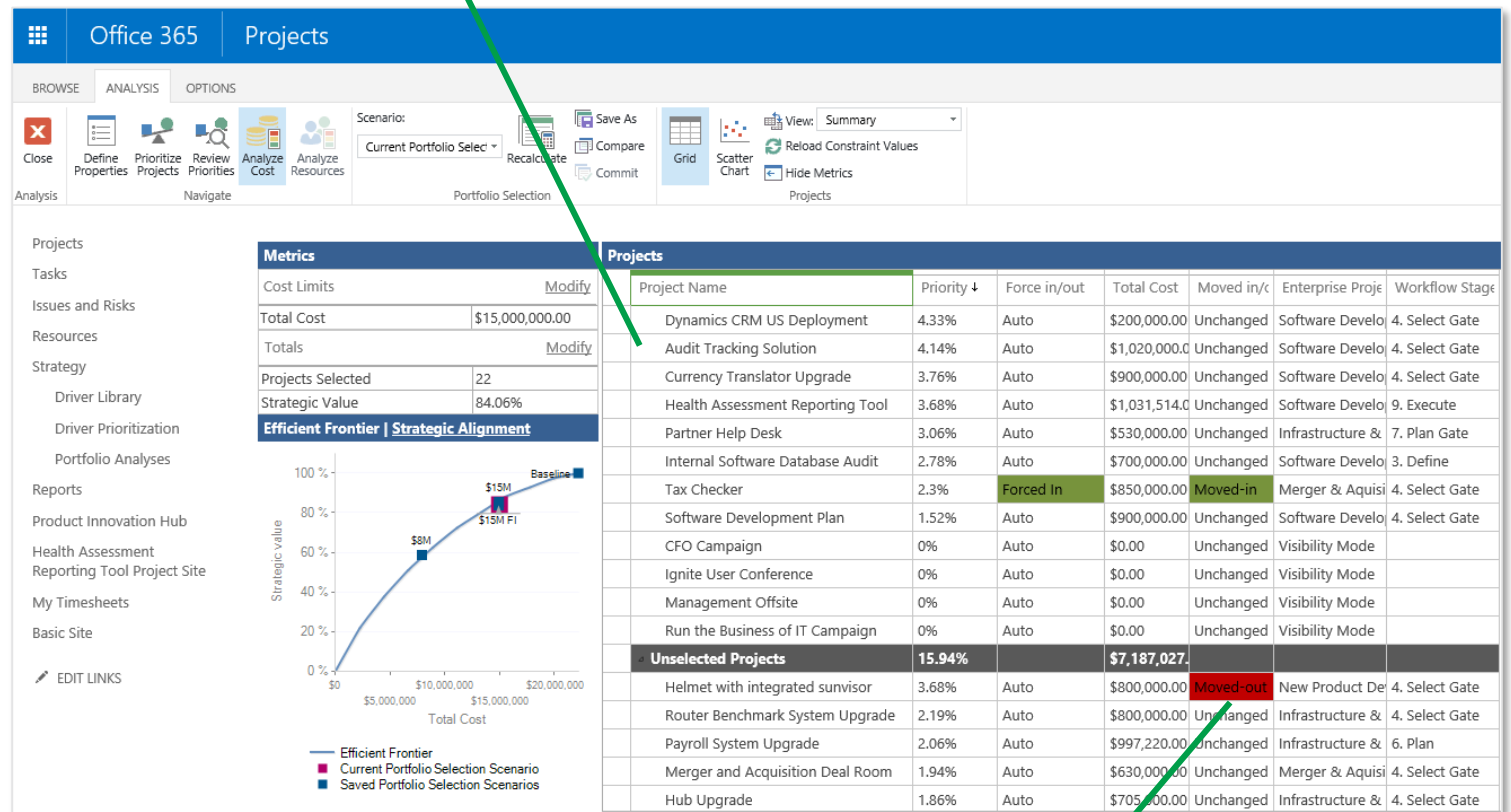
EDIT LINKS

Projects / Drivers ↑	Expanding into New Markets anc	Improve Customer Satisfaction S	Improve Employee Satisfaction	Improve Product Quality	Increa
Acquisition Target Analysis	Strong	None	None	None	
Apparel ERP Upgrade	None	Strong	Moderate	Low	
Audit Tracking Solution	Moderate	Low	Strong	Strong	
Biothermal ear heating system for helmets	Low	Low	Strong	Extreme	
Catalog Publishing	Extreme	None	None	None	
CFO Campaign	No rating	No rating	No rating	No rating	
Content Filtering Design and Implementati	None	Low	Extreme	Moderate	
Currency Translator Upgrade	Moderate	Low	Strong	Moderate	
Dynamics CRM Deployment EMEA	Low	Strong	Moderate	Moderate	
Dynamics CRM US Deployment	Low	Moderate	Moderate	Moderate	
E-commerce Portal Development	Strong	Moderate	Low	Moderate	
General Ledger (GL) currency update	Extreme	None	Strong	None	
Health Assessment Reporting Tool	Strong	Strong	Low	None	
Helmet with integrated sunvisor	Strong	Low	None	None	
Hub Upgrade	None	Moderate	Moderate	Extreme	
Ignite User Conference	No rating	No rating	No rating	No rating	
Internal Software Database Audit	None	Extreme	None	None	
Knee and Elbow Pads	Strong	Extreme	Extreme	None	
Management Offsite	No rating	No rating	No rating	No rating	
Merger and Acquisition Deal Room	Low	Low	Moderate	Moderate	
Partner Help Desk	Moderate	Moderate	Low	Low	
Payroll System Upgrade	Low	Low	Extreme	Moderate	
Print Advertising Campaign System	Extreme	Low	Moderate	None	

Screenshot from Project Online

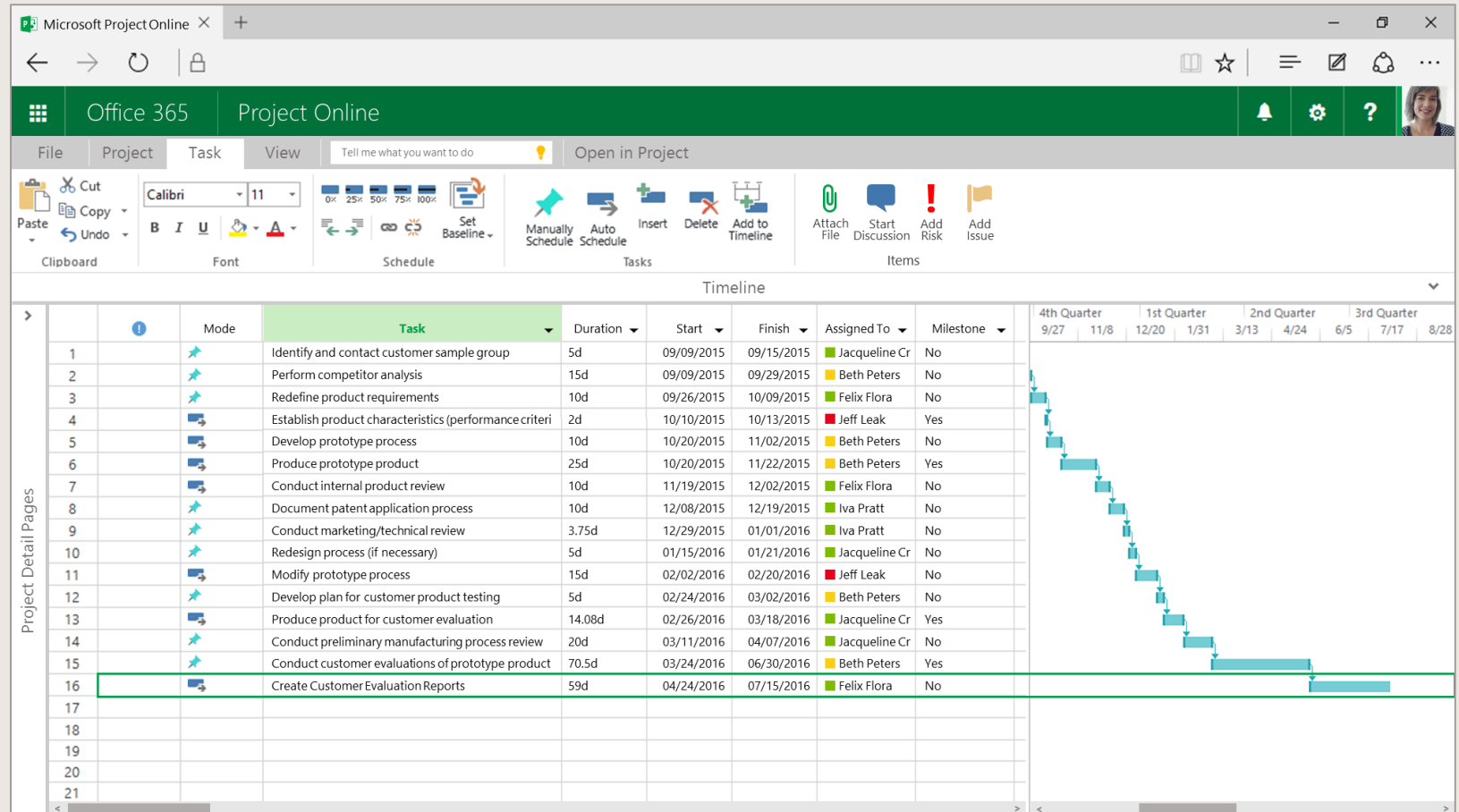
Prioritering av initiativ

Definitionerna hjälper oss med optimal portfölj baserat på begränsad finansiering eller andra anpassade villkor som resurser, acceptabla risknivåer, etc.



Tvingande prioritering av vissa projekt som är 'måste' kan göras ex vis, regelfosterlevnad etc.

Hantera portföljer och projekt



Hantera portföljer och projekt

Projektledare kan gruppera aktuella och kommande projekt under olika kategorier, vilket gör det enkelt att jämföra relevanta metadata (t.ex. kapacitet, kostnad, etc.).

Projektledare kan också sortera på valda metadata, vilket hjälper dem att fatta beslut om projekten.

Project Name ↑	Start	Finish	Cost	2014									
				16	23	30	6	13	20	27	4		
Project Departments: HR	3/10/2014	6/13/2014	\$21,000.00										
HRMS RFP and Selection ...	3/10/2014	6/13/2014	\$20,000.00										
Update Employee Handbook and Safety Guidel...	3/31/2014	5/9/2014	\$1,000.00										
Project Departments: IT	4/7/2014	12/26/2014	\$205,000.00										
HRMS Implementation ...	5/16/2014	12/26/2014	\$200,000.00										
Increase Bandwidth to Support New Cloud Serv...	4/7/2014	6/9/2014	\$5,000.00										
Project Departments: Marketing	5/19/2014	7/3/2014	\$60,000.00										
Develop Program for Aurora Collection ...	5/19/2014	7/3/2014	\$60,000.00										
Project Departments: Manufacturing	1/6/2014	8/22/2014	\$128,000.00										
Accent Chair, Everglade 833-706 ...	1/6/2014	2/7/2014	\$12,000.00										
Chair, Nautilus 889-4281 ...	2/24/2014	5/9/2014	\$38,000.00										
Dining Chair, Aurora 851-0009 ...	4/14/2014	5/30/2014	\$22,000.00										
Sofa, Pinecrest 109-1223 ...	4/14/2014	6/6/2014	\$31,000.00										
Sofa, Regatta 109-1268 ...	6/16/2014	8/22/2014	\$25,000.00										

På Project Center tidslinjeyv uppdateras i realtid när projekten reviderar framsteg och justera tider.

Hantera risker i projekten

Riskdefinitioner hjälper projektledaren att identifiera och definiera projektrisker innan de inträffar.

Home
Notebook
Documents
Tasks
Calendar
Projects
Project Details
Recent
Deliverables
Risks
Issues
Site Contents
EDIT LINKS

Title * Sourcing Delays
Owner Dora Garner
Assigned To Sidney Theriot
Status (1) Active
Category (2) Category2
Due Date 5/8/2014 5 PM 00
Probability * 25 %
Impact * 6
The magnitude of impact should the risk actually happen
Cost \$15,000
The cost impact should the risk actually happen
Description Wood sourcing delays may occur depending on chosen types and available suppliers. New suppliers present a greater risk than

Riskdefinitioner ger projektledare möjlighet att beskriva risker i detalj och omfattar textfält för beskrivning, riskreducerande faktorer, beredskapsplan och triggars.

När du har definierat sannolikheten, effekt och kostnad, kan projektledare skapa detaljerade rapporter för att jämföra risker.

Hantera risker i projekten

The screenshot shows the Microsoft Project Online interface. The main content area is divided into two sections: a list of risks and a risk matrix. The risk list has columns for Risk, Task, Owner, Assigned To, and Impact. The risk matrix is a 5x5 grid with Probability on the y-axis and Impact on the x-axis. A red dot on the matrix points to the cell for High Probability and Low Impact, which contains the number 1.

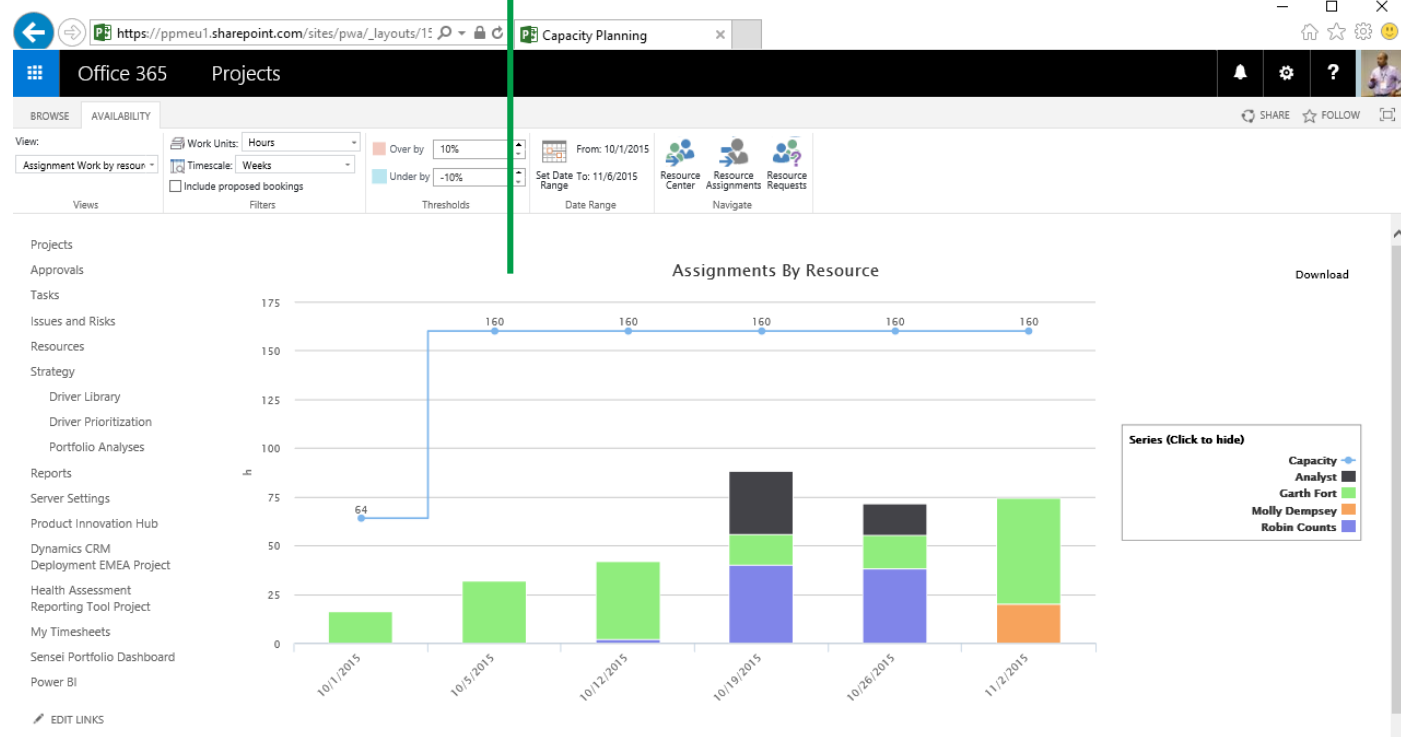
Risks		Issues		
Risk	Task	Owner	Assigned To	Impact
Lacking sufficient res	Perform competitor a	Beth Peters	Luann Leach	Low
Resourcing constrain	Produce prototype pr	Beth Peters	Chasity Giles	Moderate
Vendor contact chan	Produce prototype pr	Beth Peters	Jared Alfred	High
Application requirem	Document patent app	Iva Pratt	Jimmy Amaral	Moderate
Modification process	Modify prototype pro	Jeff Leak	Glenda Soto	High
Missing critical custo	Conduct customer ev	Beth Peters	Elma Gallagher	Very High

Risk Matrix	Impact				
	Very low	Low	Moderate	High	Very high
Probability					
Very high					
High			1		1
Moderate				2	
Low			1		
Very low		1			

Problem och riskmatrix hjälper till med att prioritera nästa steg enkelt.

Resursplanering

Få en tydlig visuell representation av din resurspool. Ex vis deltagande i flera projekt och återstående kapacitet.



Innovation kräver
effektiva team

Dokument,
information och
kunskap

Office 365 Outlook Calendar People Yammer OneDrive Sites Projects

Search

Home My work Shared with me


PEOPLE

- Zrinka Makovac
- Bonnie Kearney
- Katie Jordan
- Molly Dempsey
- Sajan Parihar

My work

Alex Darrow Modified 5 days ago

Unified work, project and portfolio management for the 21st century



PowerPoint • Health Assessment Reportin...


Alex Darrow Modified 5 days ago

Tasks

Excel • Health Assessment Reporting Tool

Alex Darrow Modified June 19

2009 Contoso Electronics Product List



Excel • Document Center

Alex Darrow Modified October 23, 2012

Shopping List

Excel • Alex Darrow's OneDrive

Alex Darrow Modified October 23, 2012


Marketing Term Successes

Packages	Count of Package 4
Package 1	19
Package 2	40
Package 3	10
Package 4	16
Package 5	14
Grand Total	99

Excel • Alex Darrow's OneDrive

Alex Darrow Modified October 23, 2012

Business Cards



Word • Alex Darrow's OneDrive

Alex Darrow Modified October 23, 2012

Marketing Slogan suggestions from 11/1 Meeting

MarketingSlogan suggestions from 11/1 Meeting

Alex Darrow Modified October 23, 2012

XT1000 Series Denver Penetration

Redigera dokumenten samtidigt



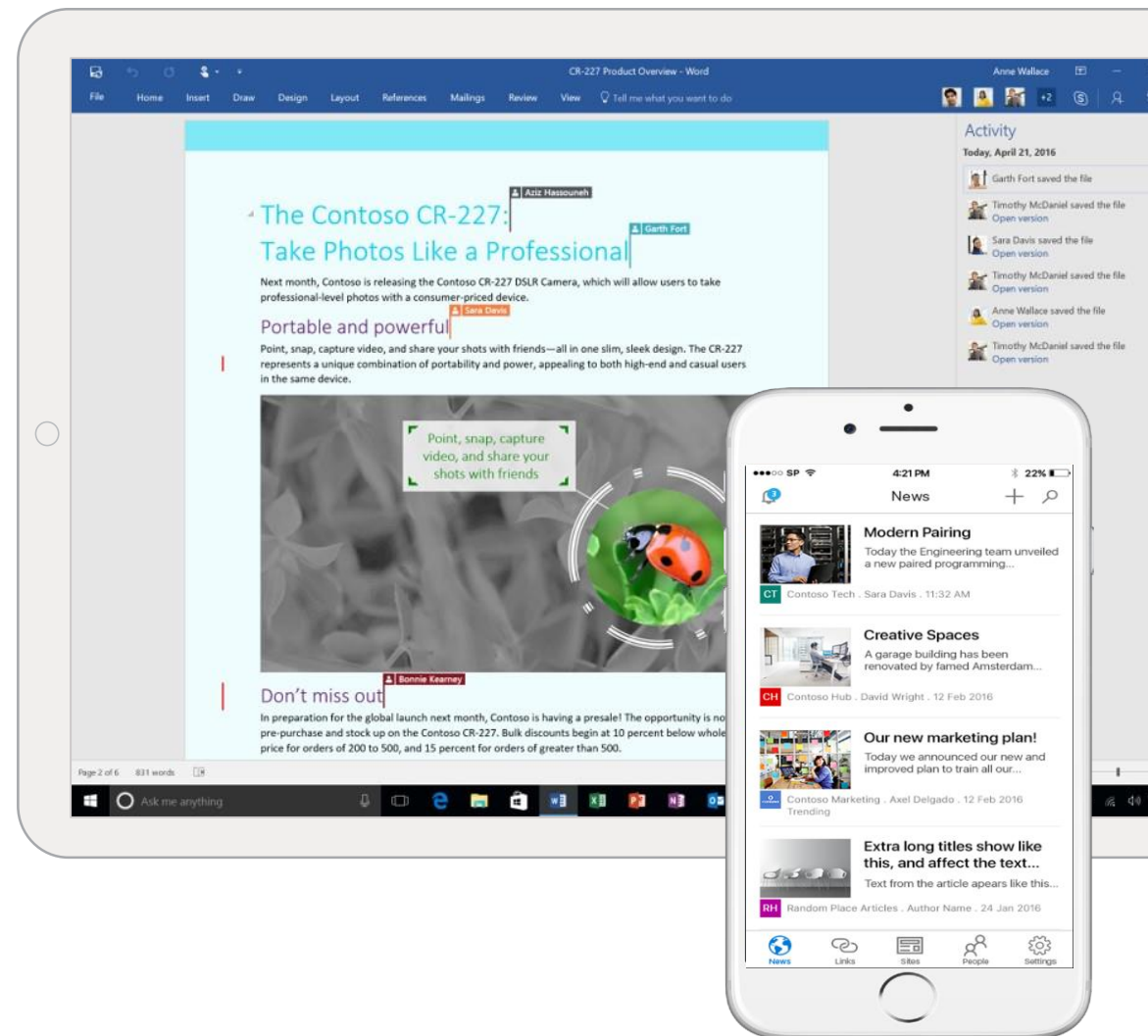
Samtidig redigering av document i Office applikationerna

Lagra, dela och synka filer inom organisationen eller med externa parter

Arbete från olika enhetstyper

Hantera versioner och revisioner med **integrerade flöden och versionshistorik**

Håll alla informerade om ändringar **med kommentarer**

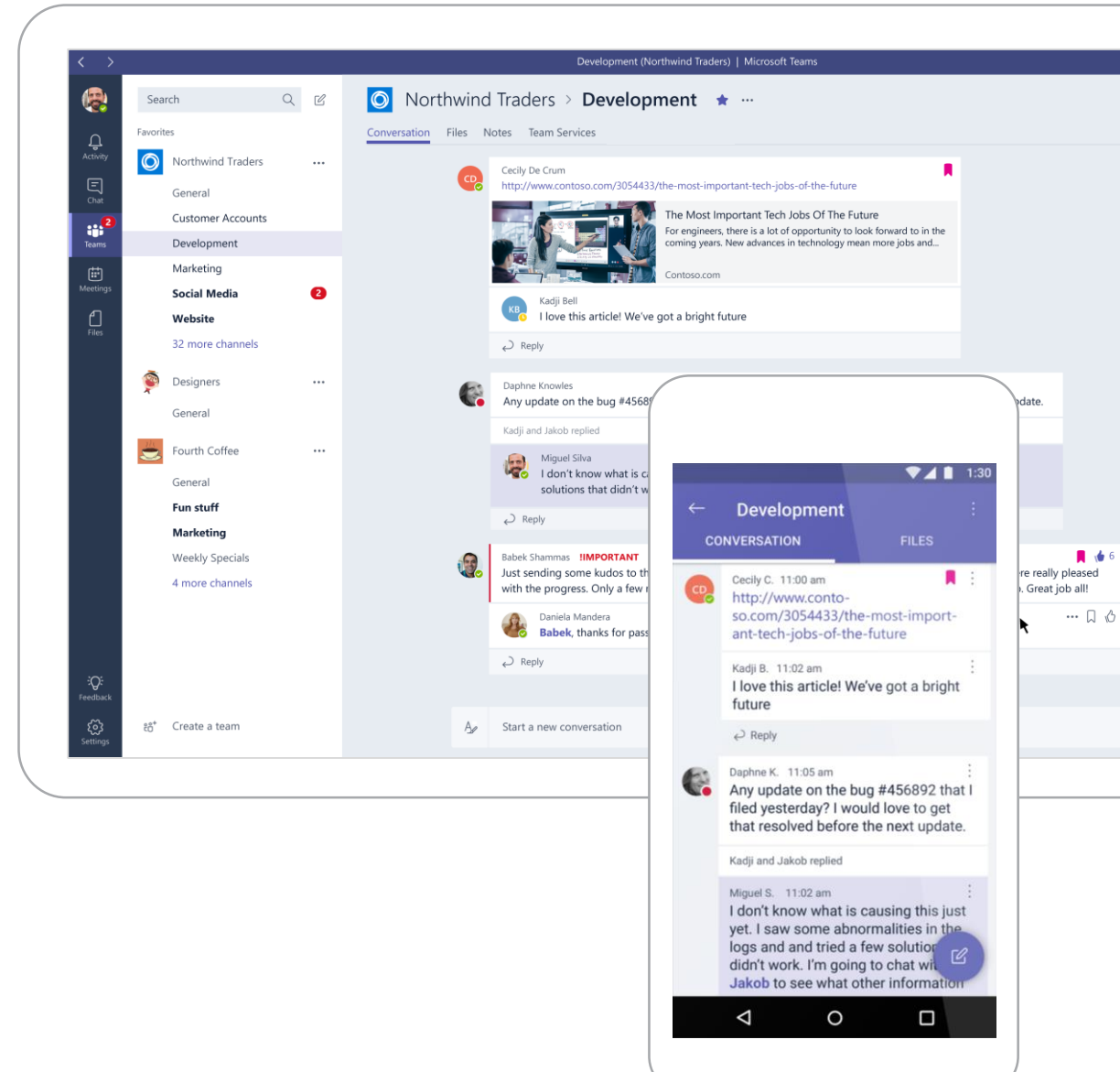


Microsoft Teams

Möjligheter för team för att **kommunicera i realtid** och sprida information och kunskap löpande.

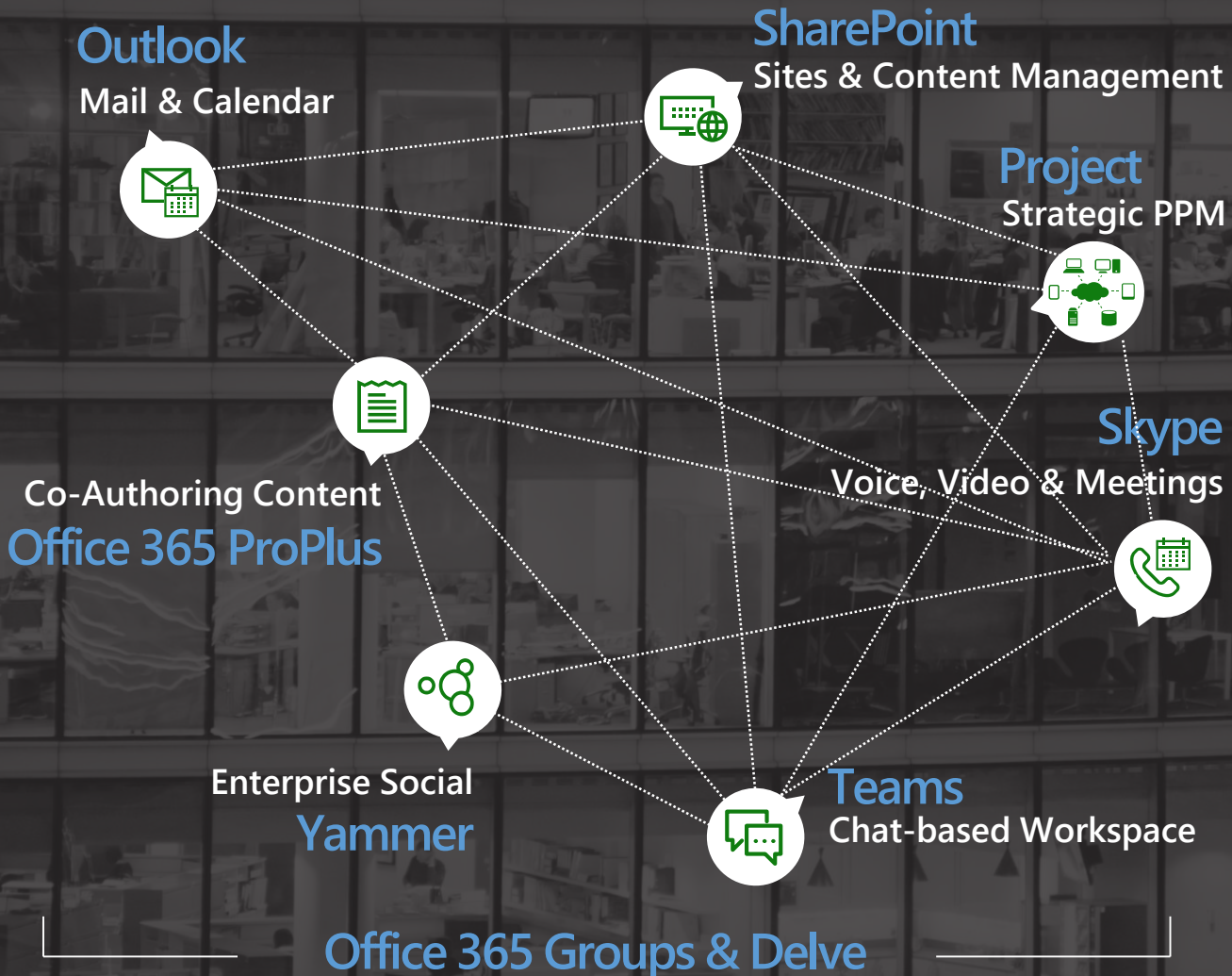
Alla gruppmedlemmar kan vara med och bidra genom **teamchatten**, skapa **möten**, dela **dokument**.

Allt möjligt på **olika enhetstyper**



Office 365

Utformat för möta unika arbetssätt för olika grupper



Komplett samarbetsplattform

Office 365 bemöter bredden av samarbetsbehov för er organisation

Integrerad upplevelse

Office 365-Groups och Graph möjliggör integrerade funktioner som underlättar effektivt samarbete

Säkerhet och regelefterlevnad

Office 365 levererar den säkerhet, regelefterlevnad och hanterbarhet som krävs i dagens moderna arbetsplatser

Träffa oss eller våra
partners Projectum och
Visuell Planering i
monterytan

Läs mer på <http://www.office365.se>

Project

