

# CREATE VALUE: Bubble Chart example



*Critical Business Imperative #1*

*Critical Business Imperative #2*

*Eg: Reduce IT Costs*

*Eg: Improve Organizational Agility*

*Eg: Expand into New Markets*

**User**

**Operations**

**IT&T team**

**Leadership**

Priority Issue

relating to Users #1

Priority Issue

relating to Operations #1

Priority Issue

relating to IT&T #1

Priority Issue

relating to IT&T #1

Priority Issue

relating to Leadership #1

## “Client X” Priorities

Priority Issue

relating to Users #2

Blank ?

Priority Issue

relating to IT&T #3

Priority Issue

relating to IT&T #4

Priority Issue

relating to Finance #1

**Finance**

Familiarity & Ease of Use

Reduce Business Cycle Times

Data Security & Consumer Protection

Data Compliance

ROI = TCO  
=  $\frac{TCA + TCM + TCS}{FFP \text{ Risk}}$

# CREATE VALUE: Bubble Chart explained!



**Critical Business Imperative #1**

**Critical Business Imperative #2**

**Eg:  
Reduce IT Costs**

Source: Business Imperatives & Initiatives that are top of mind for the client. Found in Annual Report or Website. Known to be common in a specific solution space.

**User**

**Operations**

**IT&T team**

**Leadership**

**Priority Issue**

relating to Users #1

**Priority Issue**

relating to Operations #1

**Priority Issue**

relating to IT&T #1

Source: Identifying Multiple stakeholders with clear "involvement" or dependency on these outcomes for business success.

Client Logo

## "Client X" Priorities

**Priority Issue**

relating to Users #2

Source: Known priorities that must be addressed to ensure the outcome is achieved. Eg: a contributor to achieving the business outcome being sought.

**Priority Issue**

relating to IT&T #4

**Finance**

**Priority Issue**

relating to Finance #1

Familiarity & Ease of Use

Reduce Business Cycle Times

Data Security & Consumer Protection

Data Compliance

**ROI = TCO**  
=  $\frac{(TCA + TCM + TCS)}{FFP \text{ Risk}}$

# CREATE VALUE: Bubble Chart “script”



- The power of the bubble chart is the adage “a picture is worth a thousand words”.
- The picture is in 2 layers:
  - Business Imperatives & Initiatives
  - Project Priorities that are critical to driving the Business Outcome.
  - NB: do not be limited by the look & feel, as you can improve on this, I’m sure!
- Step 1:
  - *“In talking to other clients, they told us that these were some of the critical priorities that are critical to delivering the business outcomes. As you look at my list, are there any missing that you believe should be added?”*
- Step 2:
  - *“What would be your top 3 priorities and why?”*
- Step 3:
  - drill down with Questioning techniques to understand...
  - *Why? Since when? What is the outcome being sought? How would they measure success? What value this would derive for them? Who else would benefit? When they want to see an outcome?*

