

Pinpoint What Makes IT Initiatives Thrive!



How ISA Works

The process begins by establishing the definition of an IT initiative's success:

- How the organization will benefit
- Expected cost
- Schedule/timeframe
- Key risks and risk mitigation plans

Four categories of success are then evaluated:

- Focus and Alignment
- Program Execution
- Solution Architecture
- Implementation Readiness

Each of the four contains subcategories that each feature at least 10 success attributes.

The resulting criteria create a complete picture for predicting whether the program is ready to fulfill its business goals.

When large-scale business initiatives with a strong technology component begin to experience cost overruns or delays, senior management tends to jump to conclusions. Usually, IT takes the heat while technology gets the blame.

But technology is rarely the culprit when complex IT initiatives begin to derail. More often, problems stem from other business issues: changing requirements, poorly aligned resources, a lack of funding or poor decision-making.

Market Strategy Group's Initiative Success Assessment (ISA) shows exactly why an IT initiative is in the shape that it's in and offers concrete direction on what must happen to accelerate and attain the greatest success.

The Outcomes

The Initiative Success Assessment delivers a comprehensive scorecard that:

- Details strengths and weaknesses across all critical components
- Explains the initiative in language that non-IT executives can understand
- Helps build a stronger business case where one is needed
- Offers an external perspective on risks and methods to minimize them
- Identifies action items to help senior management address performance issues

The Next Step

A flexible process, ISA works at the front end of a project, as a checkpoint as initiatives move forward or as turnaround opportunity when initiatives aren't meeting expectations – all within six weeks of implementation.

Learn how Market Strategy Group's ISA program can help make your IT initiatives thrive. Contact Michael Krauss, President, at 312-356-5737 or Michael.Krauss@mkt-strat.com



*We help clients set plans,
drive results and pinpoint performance gaps.*