

## Lab 2.3.3 Prioritizing Business Goals

### Objective

- Determine and prioritize the project business goals.

### Expected Results and Success Criteria

Before starting this lab, read through the tasks that you are expected to perform. What do you expect the result of performing these tasks will be?

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What benefits does the network designer gain from determining the business goals and assigning them priorities?

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What problems could arise in a network project if goals and priorities were not set?

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### Background / Preparation

FilmCompany is an expanding small advertising company moving into interactive advertising media, including video presentations. This company has just been awarded a large video support contract by the StadiumCompany. With this new contract, FilmCompany expects to see their business grow approximately 70 percent.

To facilitate this growth, the FilmCompany has decided to significantly upgrade its data network. You have the role of network design consultant. Your job is to develop network design and project documents for the FilmCompany that will meet the requirements of this upgrade.

This lab is one of a series of labs that explore the FilmCompany existing network and its upgrade requirements.

A comprehensive network project plan has to include details of the project business goals and priorities. In this lab, to ensure that the information gathered is accurate, you will create a checklist that lists the business goals and priorities of the FilmCompany network upgrade project.

### Step 1: Determine the business goals

- a. Use word processing software to create a business goals document.
- b. From the sample interview in the FilmCompany case study document, identify and list the business goals that the network upgrade is expected to provide.

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These goals can be Financial, such as:

- Profitability – Can the project reduce costs or help the business avoid costs in the future?
- Business growth and market share – Can the project help the business grow more efficiently or create competitive advantages?

Or the goals may be Strategic:

- Customer satisfaction – Can the project improve the customer experience and increase customer loyalty?
- Reputation and industry standing – Will the project develop specific core technology competencies in the organization?

- c. Identify and list at least four business goals from the case study interview.

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- d. Discuss these goals with another student, or in a group, to clarify understanding of the goals.

## Step 2: Prioritize the business goals

- Rank the list of business goals in order of priority. Base this ranking on the information in the case study document and discussion with other students.
- List the ranked business goals in a table and assign a priority value as a percentage. The total of the percentage values must equal 100.

Prioritizing Business Goals	Priority

<b>Total</b>	<b>100%</b>

- c. Discuss your priority values with other students. If there are differences in priorities, discuss why this has occurred and attempt to resolve them.
- d. Save your Project Prioritized Business Goals Checklist document and retain it for the next stages of this network design case study.

### Step 3: Reflection

Having prioritized the business goals as the stated objectives of a network upgrade project does not necessarily ensure that the project will be a success. These objectives need to be measured against success criteria to determine whether the business goals were achieved.

Before a project can be declared a success, the objectives must be shown to have met the success criteria statements.

Consider and discuss possible success criteria based on the business goals for the FilmCompany network upgrade.

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