

Assessing Business Value

Three Key Questions to Ask:

- 1. Does it align with our mission and values?**
 - Does the project directly support strategic goals?
- 2. Is there strong sponsor support?**
 - Does leadership back this project?
- 3. Are the KPIs measurable?**
 - Can the project's success be tracked with clear metrics?

BUSINESS VALUE FACTORS		
Aligns With Our Mission and Values	Sponsor Support	KPIs Measurable
Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No

Evaluating Technical Feasibility

Three Key Questions to Ask:

1. **Do we have the data?**
 - Does the project require labeled data, and is it available or easy to collect?
2. **Is our tech ready?**
 - Can our infrastructure support the project's needs?
3. **Do we have the expertise?**
 - Does our team have the skills to execute the project?

	TECHNICAL FEASIBILITY FACTORS		
Project	Access to Labeled Data	Architecture and Technology Feasibility	Have Skills/ People to Execute
Name	Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Name	Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Name	Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Name	Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No
Name	Yes/Maybe/No	Yes/Maybe/No	Yes/Maybe/No

Gartner's Prioritization Framework

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Scoring and Prioritizing Projects

How to Score Your Projects:

- 1. Assign Scores for Each Factor:**
 - a. Business Value
 - b. Technical Feasibility
- 2. Calculate Total Scores:**
 - a. Add the scores from both dimensions to find the project's total.
- 3. Rank Your Projects:**
 - a. Projects with the highest and most balanced scores should be your top priorities.

Overall Business Value (Scale of 1 to 10; 10 Being High)	Overall Technical Feasibility (Scale of 1 to 10; 10 Being High)	Ranking

Turning Scores into Action

Focus Your Efforts on the Right Projects

1. **Start with Quick Wins:**
 - a. Focus on projects with high scores in both Business Value and Technical Feasibility.
2. **Balance Your Portfolio:**
 - a. Include long-term projects that may require more effort but promise transformative results.
3. **Invest in Foundations:**
 - a. Address feasibility gaps by improving data quality, upgrading infrastructure, or training your team.

Why Prioritization Matters?

In the fast-moving AI landscape, businesses face endless possibilities—but chasing every idea can waste time, money, and resources.

Strategic prioritization helps you focus on what matters most, ensuring that your efforts drive real business value.

Reasons to Prioritize:

- Avoid Wasted Resources
- Maximize Business Value
- Stay Competitive
- Reduce Project Risks

