



ProjectFocus™ – Strategic Project Selection

The ideal methodology to convert strategic objectives into real investment decisions, prioritized with criteria and aligned with the direction of the company.

What is ProjectFocus™?

ProjectFocus™ – Strategic Project Selection is a practical methodology designed to help organizations **identify, analyze and select investment projects**, collaboratively and aligned with the current strategic plan.

This program is based on a clear premise: *not all projects are worth the same*. For this reason, it offers tools to map benefits, costs, impacts and risks of each initiative, and make decisions **based on value, not urgency**.

It is specially designed as a **practical extension of StratBridge™**, being the natural step to turn strategic planning into an **executable portfolio of key projects**.

What problems does it solve?

- Lack of visibility into initiatives
- Inefficient prioritization
- Lack of alignment with strategic objectives
- Internal tensions due to resource allocation
- Inefficient Impact-Benefit Evaluation
- Lack of responsibility in action

For what type of companies?

- Industrial, logistics, commercial, agro-export or service companies
- Organizations that do annual investment resource planning
- Teams discussing expansion or reorganization plans
- Companies that want to involve their middle managers in decision-making

Program Phases - Graphical Schematic

1. Exploring Investment Opportunities
2. Sectoral and functional mapping of proposals
3. Analysis of alignment with strategic objectives
4. Brainstorming with cross-area participation
5. Presentation and discussion of projects
6. Selection by means of an Impact-Benefit matrix
7. Execution matrix with assignees

• Lista de Proyectos

#	Desarrollo	Impacto	Esfuerzo	Cuadrante
1	Página Web	3,25	3,25	2
2	e-Commerce	4	4	2
3	Market Place	2	4,25	4
4	Aplicación web	3,75	3,75	2
5	AI	3	2,75	1
6	e-Learning	2,75	2,5	3





Deployment timeline

The **ProjectFocus™ – Strategic Project Selection** program presents a simple application methodology that consists of a first virtual or face-to-face contact with the working group in order to align slogans and raise expectations and then end with two face-to-face sessions of half a day each in which each of the initiatives suggested by the members of the organization will be presented and discussed so that it is finally decided in group form regarding execution priorities and responsibilities

		day 1	day 2	day 3	day 4	Day 5	Month 11
initial phase	Presentation of the program to the team	2-hour virtual meeting					
phase 1	Development of ideas and projects		Activity aligned with KPIs and Strategic Planning				
phase 2	Project or initiative selection techniques			Group presentation of projects			
phase 3	Impact-benefit matrix				Group discussion on costs, risks and benefits		
phase 4	Matrix of responsibilities				Definition of responsibilities and times		
phase 5	Project monitoring					Visual tracking management	
Final Phase	Final accompanying document.					Final Working Paper	Goal tracking

How does it connect to StratBridge™?

ProjectFocus™ is the ideal complement for companies that have already implemented **StratBridge™** and now need to move from strategic dashboard to concrete action.

While StratBridge™ defines the course, ProjectFocus™ helps to **choose well which boats to put to sail**.

This connection ensures that each project is validated from the source, aligned to the vision, and supported by the right decision-makers.

