

# M5L23. Ford Motor EV Portfolio Objectives

## Slide #1

The slide cover is split into two main sections. The left section is a dark grey rectangle containing the Texas A&M University Engineering logo at the top, followed by the title 'Ford Motor EV Portfolio Objectives' in white, the presenter's name 'Dr. Xiaomin Yang', and the course information 'TCMT 612 | Technical Management Decision Making' in yellow and white. At the bottom of this section is a red banner with the text 'MASTERS OF ENGINEERING TECHNICAL MANAGEMENT'. The right section is a light grey image showing a person from behind, looking at a large, futuristic digital display. The display features a complex network diagram of nodes and lines, several hexagonal icons containing bar charts and line graphs, and a line graph at the bottom right. The overall theme is technological and data-driven.

ATM  
TEXAS A&M UNIVERSITY  
Engineering

Ford Motor EV  
Portfolio Objectives

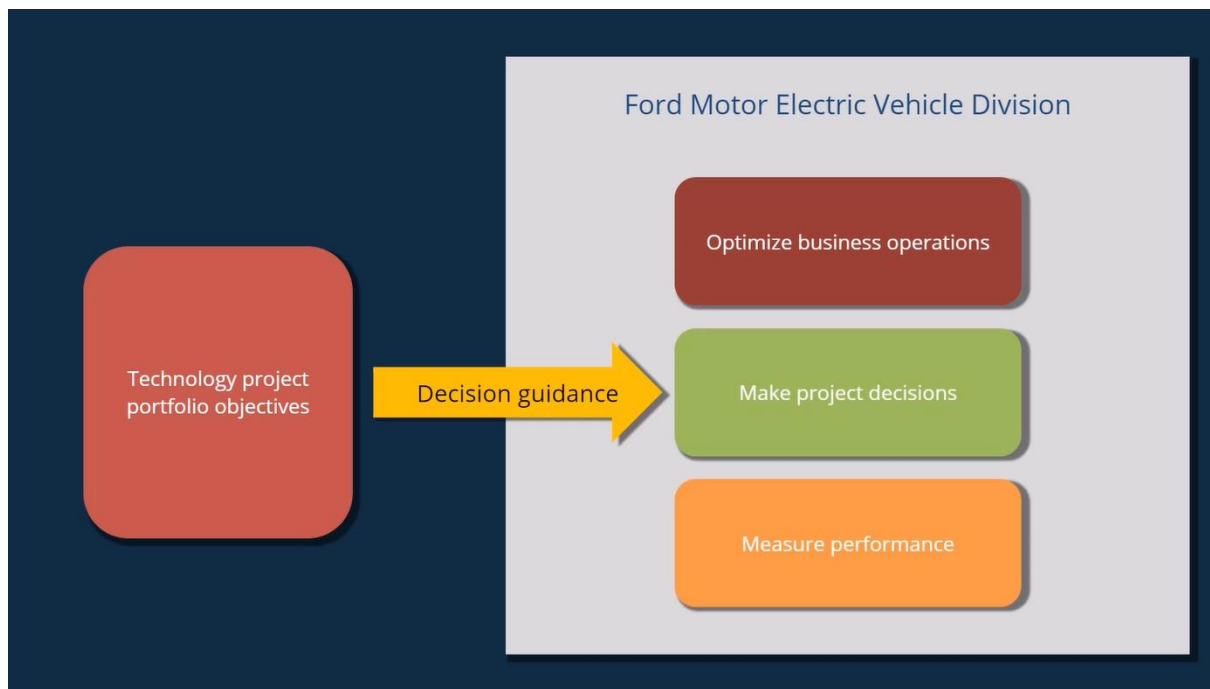
Dr. Xiaomin Yang

TCMT 612 | Technical Management  
Decision Making

MASTERS OF ENGINEERING TECHNICAL MANAGEMENT

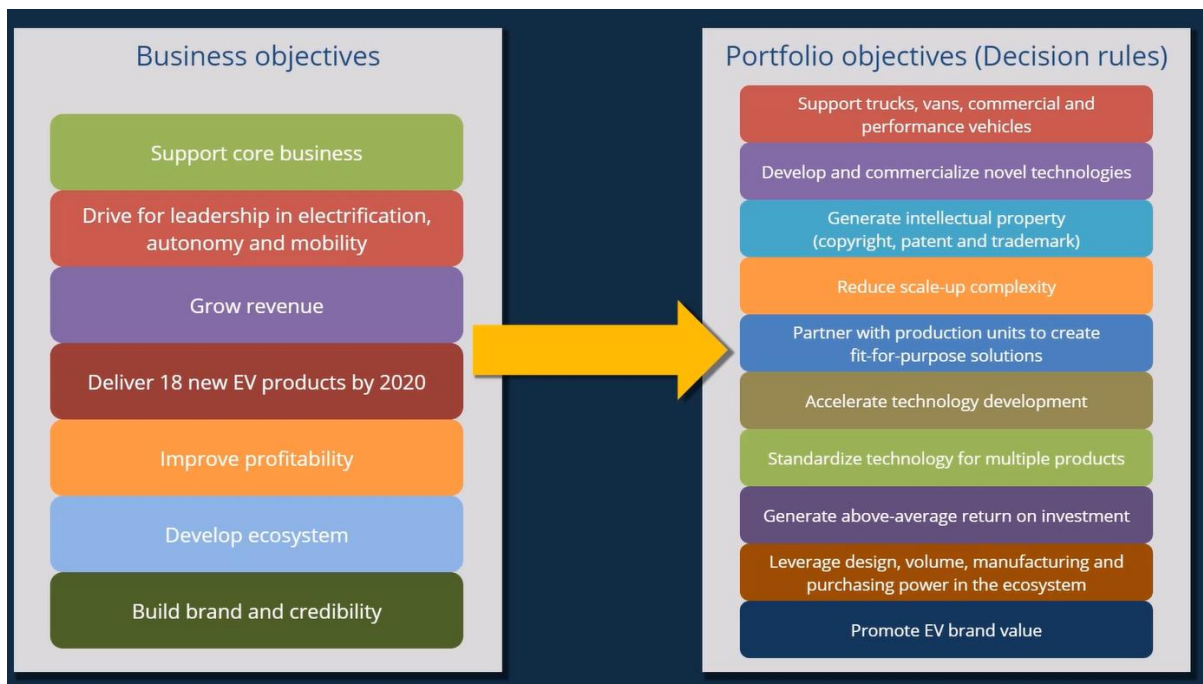
In this topic, we will discuss the technology project portfolio objectives for the Ford Motor Electric Vehicle Division.

## Slide #2



Technology project portfolio objectives serve as decision guidance that managers at different levels of the electric vehicle department can follow to optimize their business operations, make project decisions, and measure performance against their decisions.

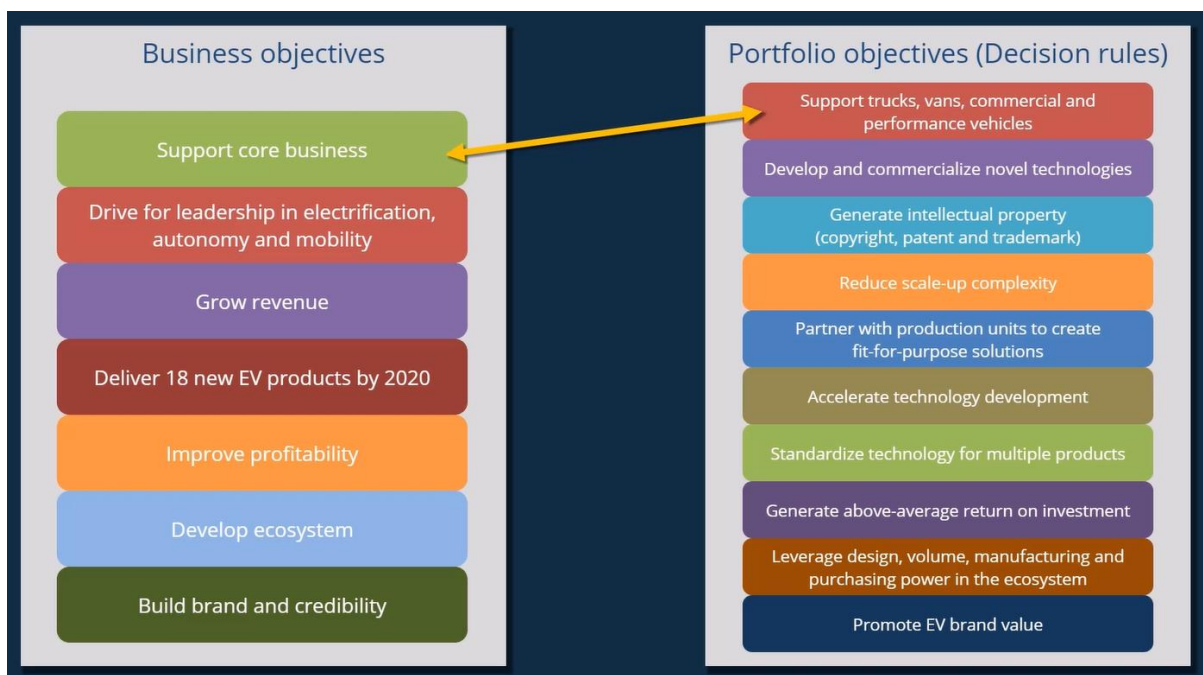
### Slide #3



The second column lists some examples of the portfolio objectives that are derived from the business objectives.

The business objectives and project portfolio objectives are linked with each other.

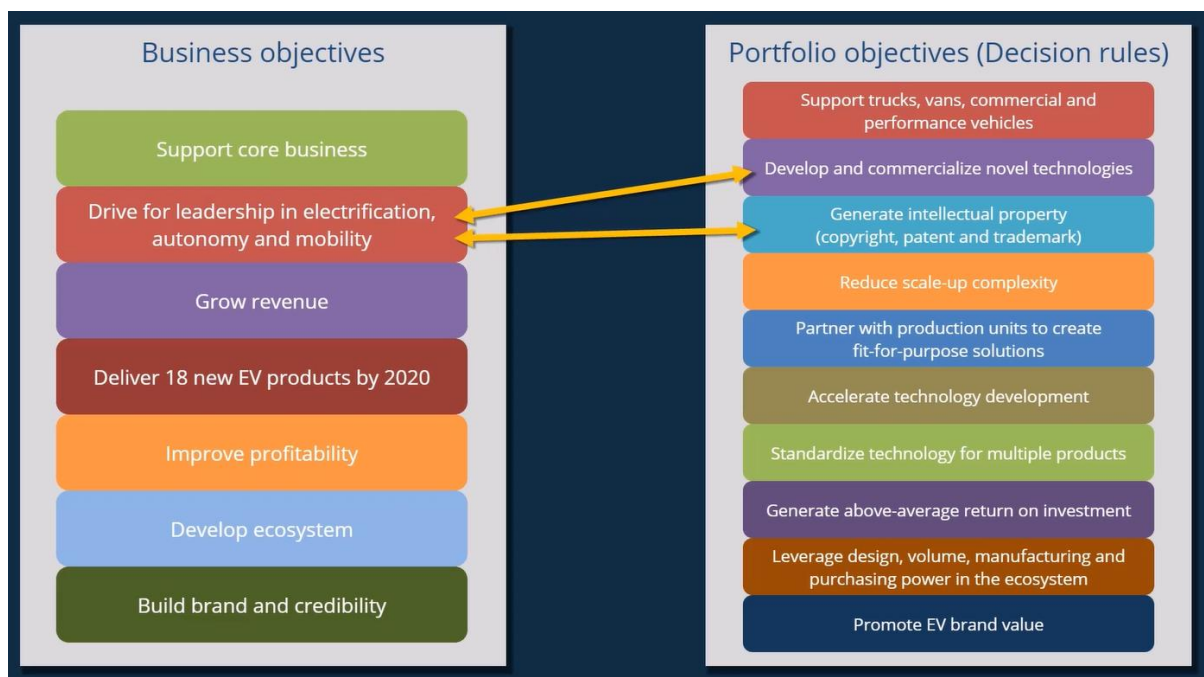
### Slide #4



Technology projects must support those core businesses.

Technologies should support trucks, vans, commercial vehicles, and performance vehicles, which are the most profit makers for Ford Motor.

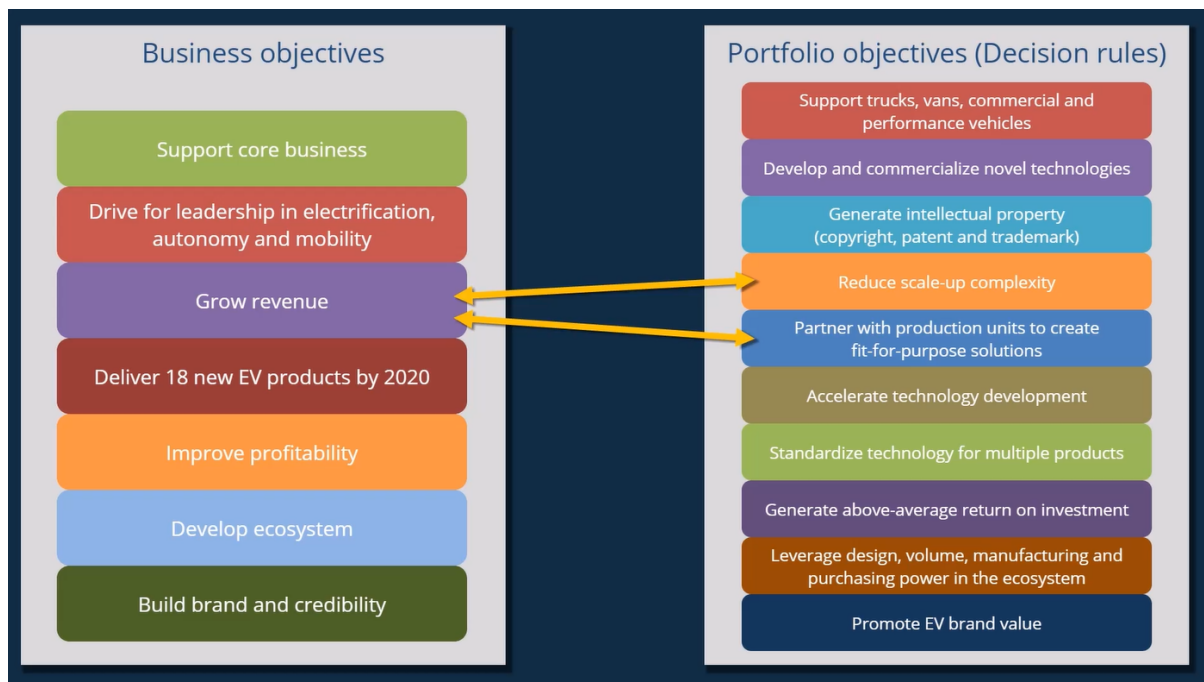
### Slide #5



Second, to develop leadership competitive advantage, technology projects must develop and commercialize novel technologies.

Technology projects also need to generate intellectual property to protect Ford from other competitors.

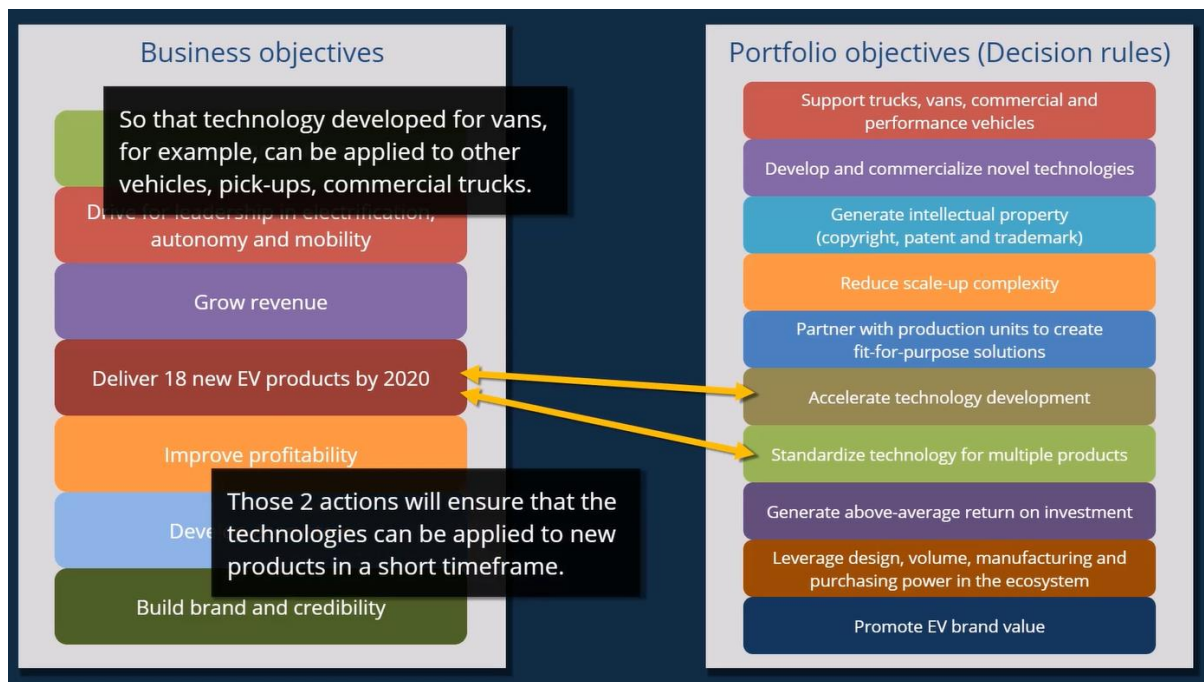
## Slide #6



To grow revenue, technology projects need to reduce scale up complexity and technology departments need to partner with the production unit to create fit for purpose solutions.

Both of those project objectives will allow the company to deploy technologies to apply the technologies to production to generate revenue.

## Slide #7



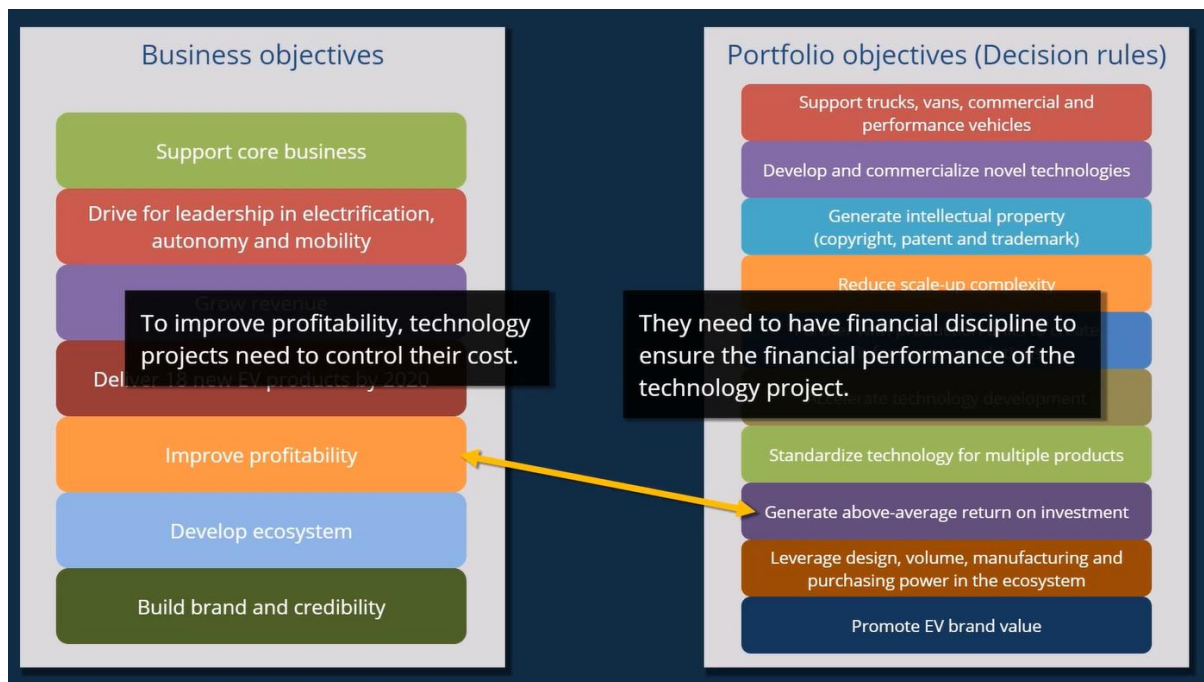
The company also has a very aggressive timeline to deliver new electric vehicles.

To help the production unit meet that objective, technology projects need to accelerate technology development.

They can also standardize technology for multiple products so that one technology developed for van, for example, can be applied to other vehicles like pickups to commercial trucks.

Those two actions will ensure that the technologies can be applied to multiple new products in a short time frame.

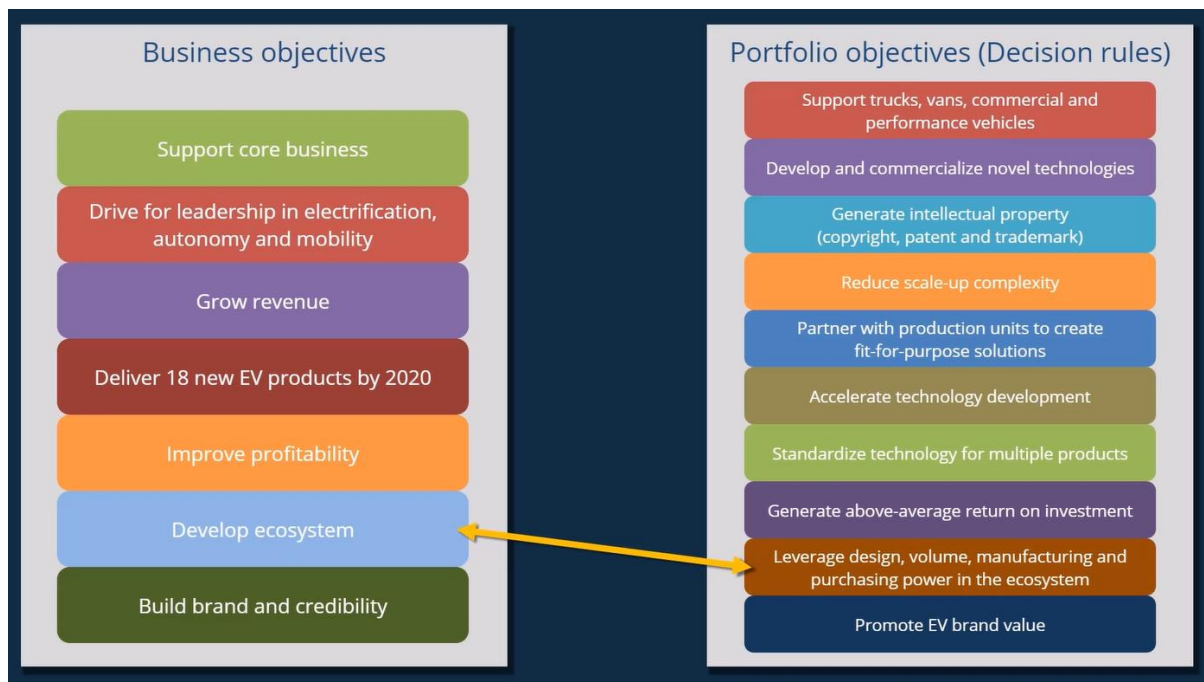
## Slide #8



To improve profitability, technology projects need to control their costs.

They need to have financial discipline to ensure the financial performance of the technology project.

## Slide #10

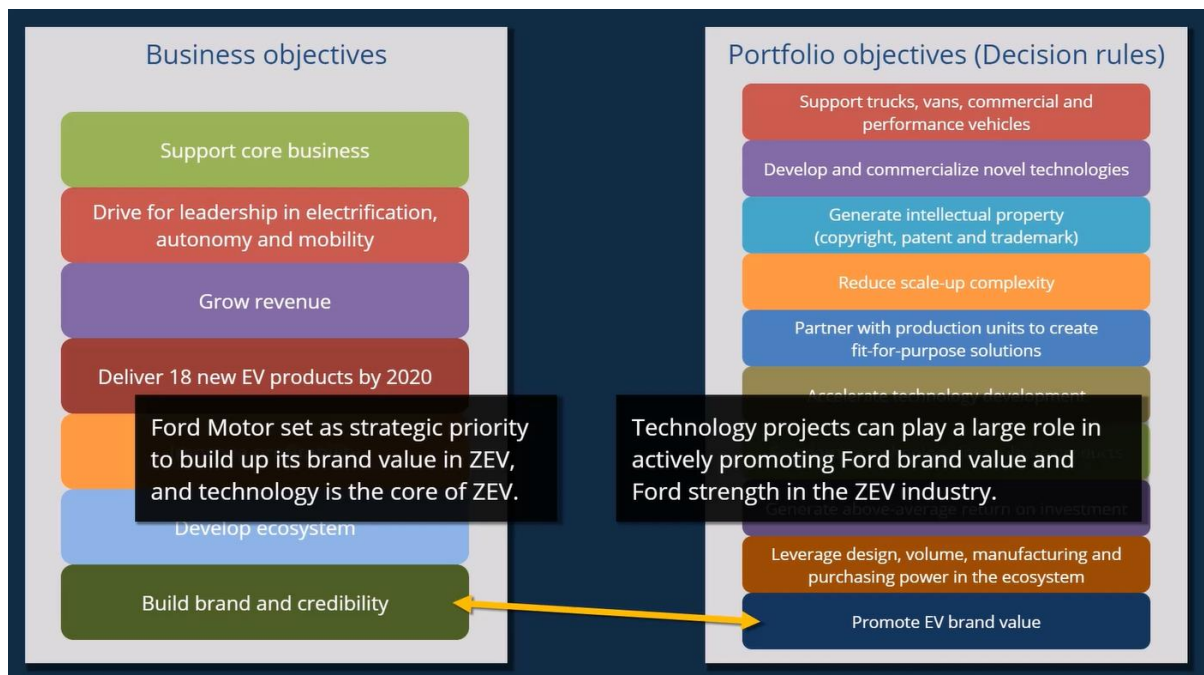


The technology department is a significant element of the ecosystem.

Technologies can leverage design, volume, manufacturing, and purchasing power in the ecosystem to develop new technologies.



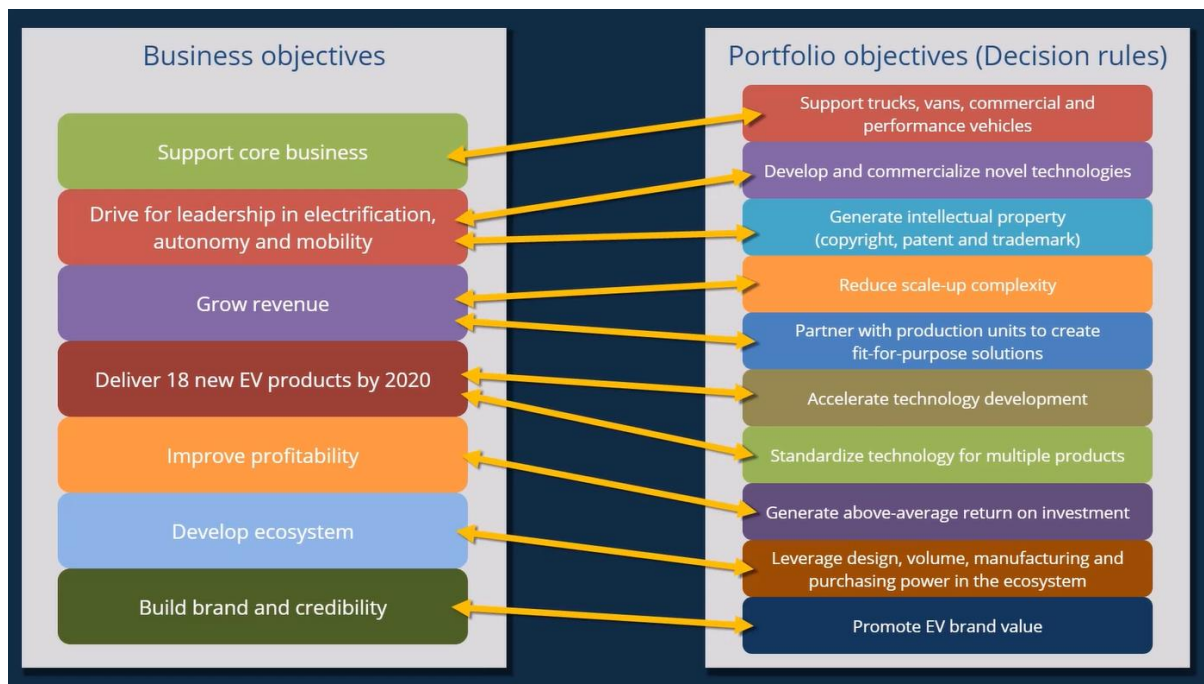
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Ford Motor set a strategic priority to build up its brand value in the zero-emission vehicle, and technology is the core of zero emission vehicle.

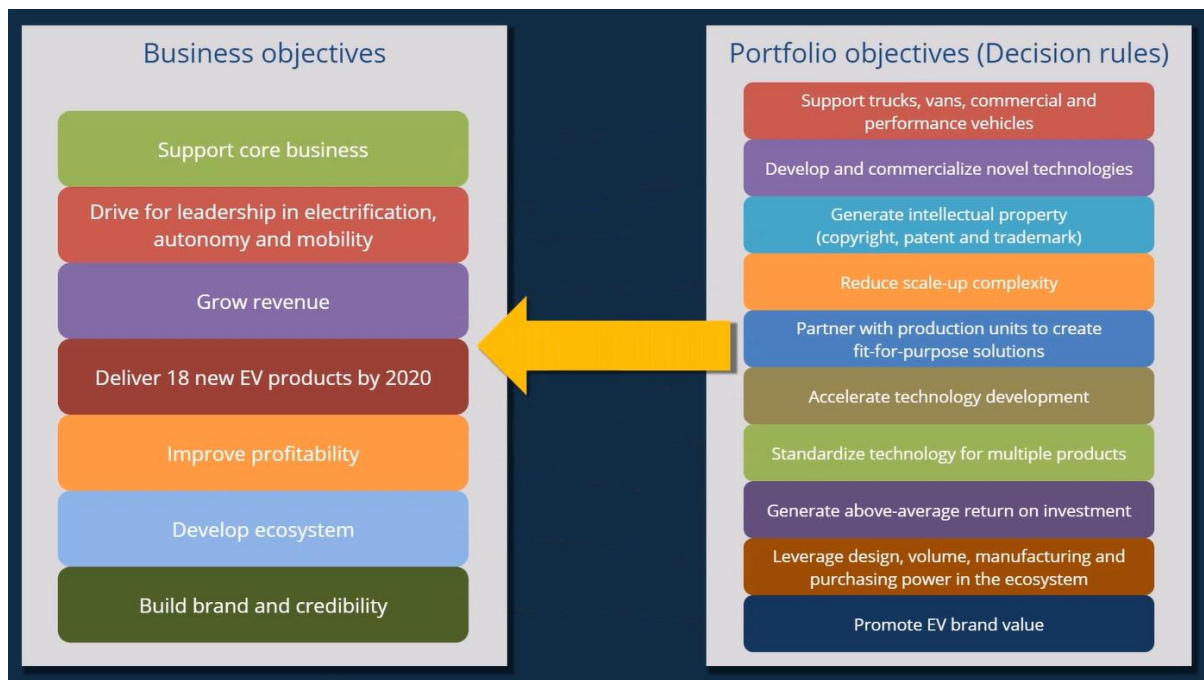
So, technology projects can play a large role in actively promoting the Ford brand value and Ford strength in the zero-emission vehicle industry.

## Slide #12



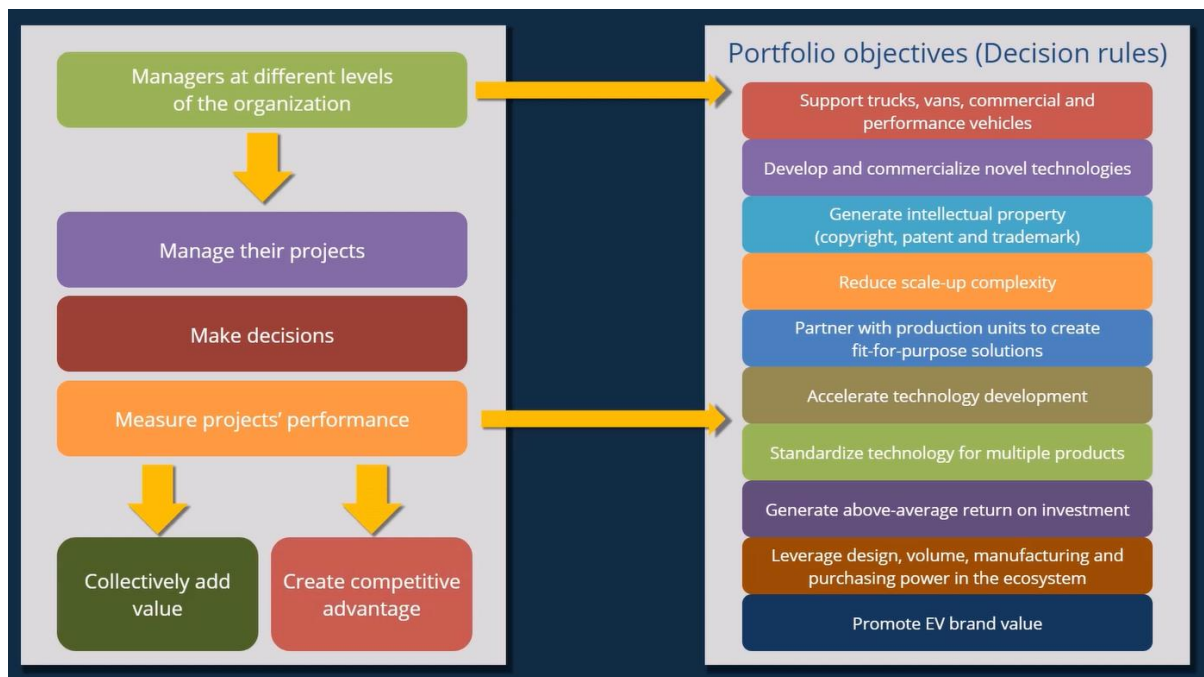
The business objectives in the first column and the project portfolio objectives in the second column are closely linked into each other.

### Slide #13



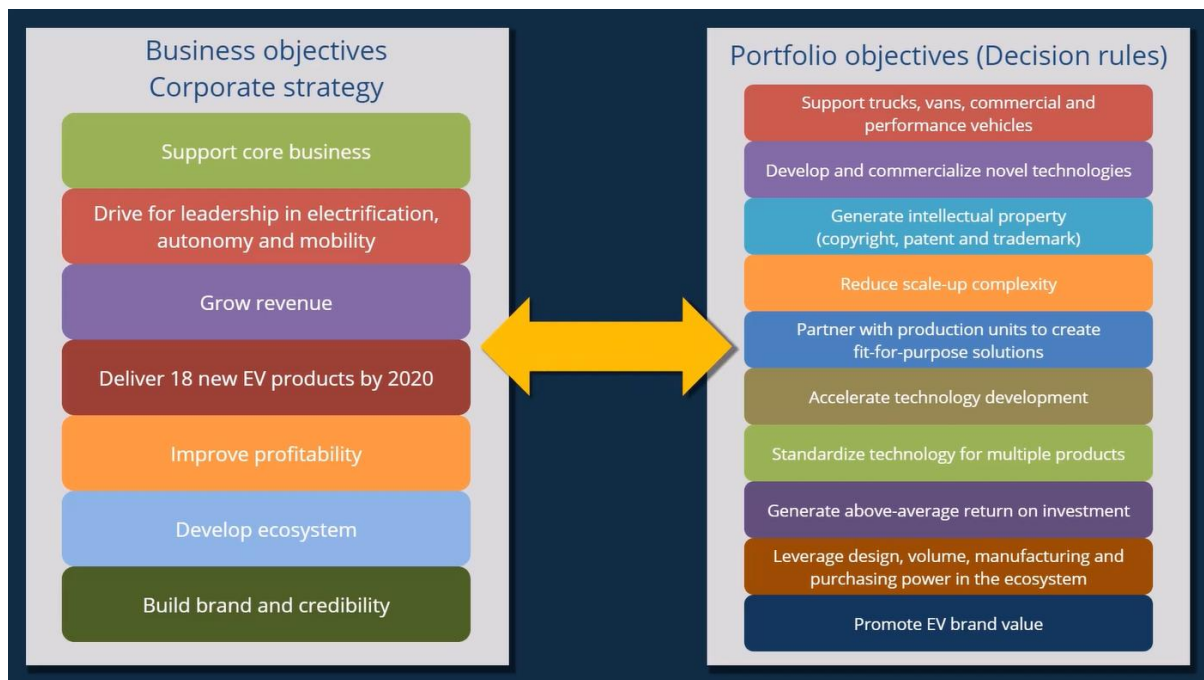
The linkage basically ensured that project portfolio decisions are well-aligned with the business objectives of Ford electric vehicle division.

## Slide #14



If managers at different levels of the organization all follow the same set of project portfolio objectives to manage their projects, make decisions, and measure the performance of their projects against those objectives, they will collectively add value to Ford and create competitive advantage for the company.

## Slide #15



That is why it is important to develop a set of project portfolio objectives, which are consistent with the business objectives and the corporate strategy of a company.

By doing so, we have aligned individuals decisions with the business objectives of a company.