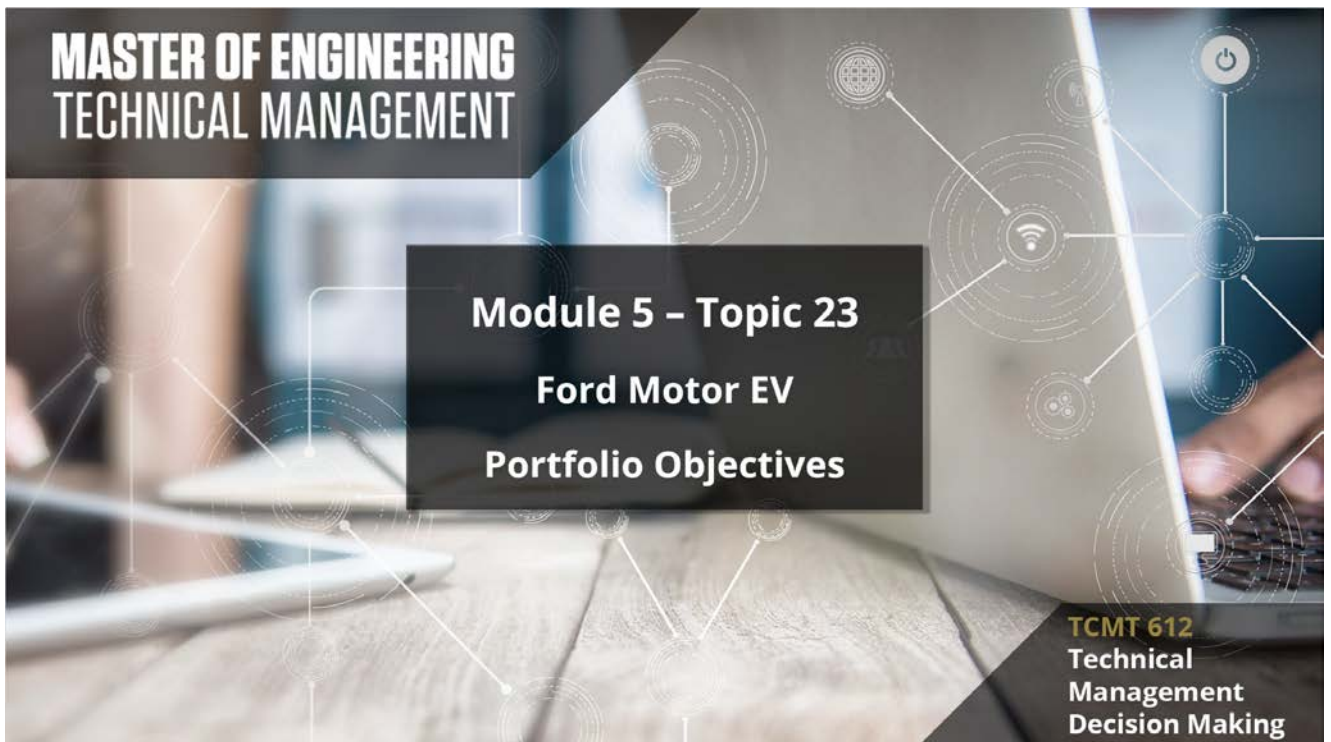


TCMT612_05M_104T_Ford-Motor-EV-portfolio-objectives

1. Main

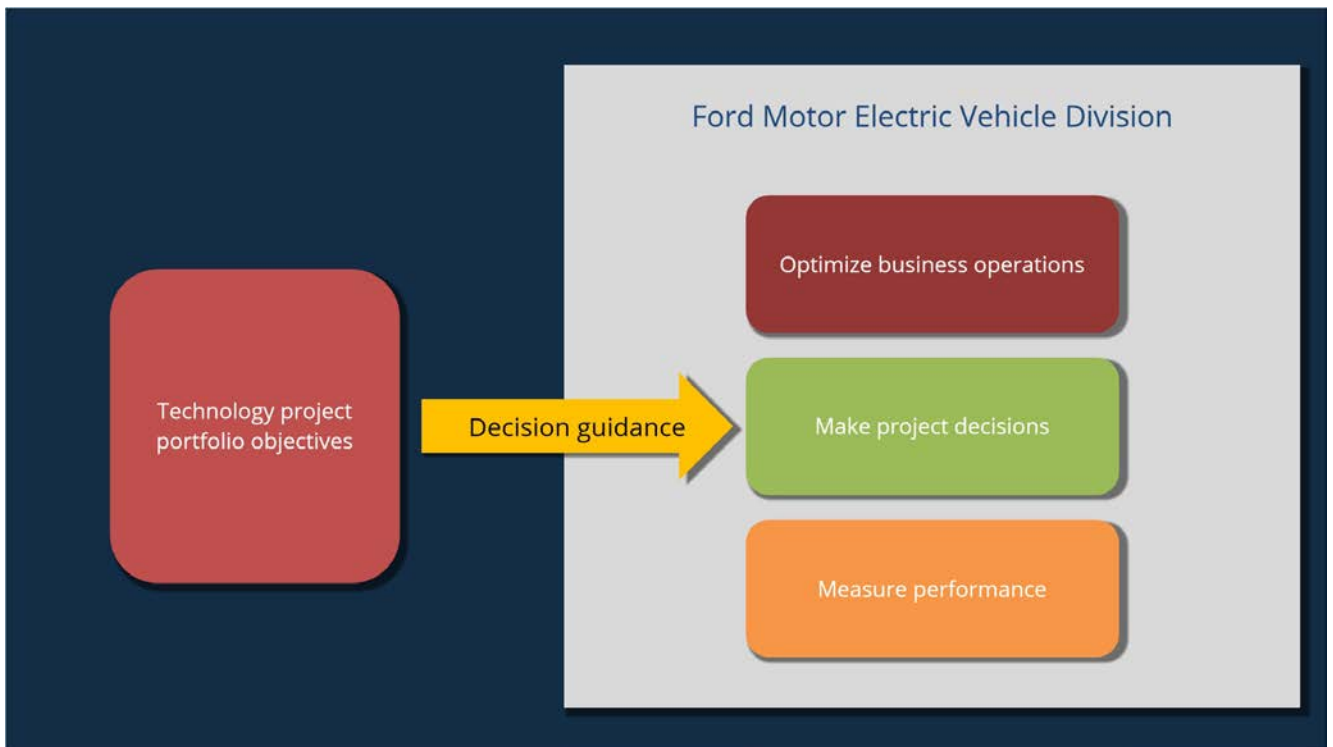
1.2 Topic title



Notes:

In this topic the professor discusses technology project portfolio objectives for the Ford Motor Electric Vehicle Division.

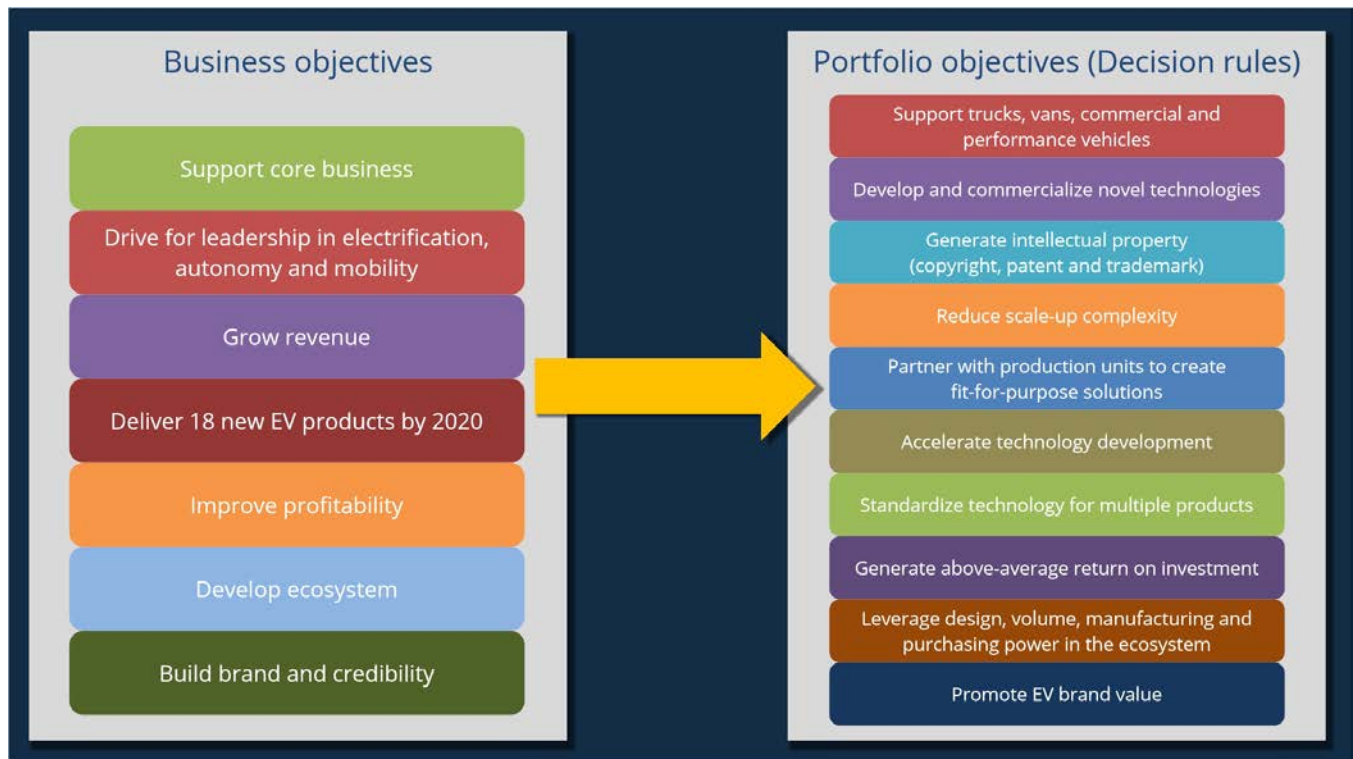
1.3 Introduction



Notes:

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.

1.4 Objectives table

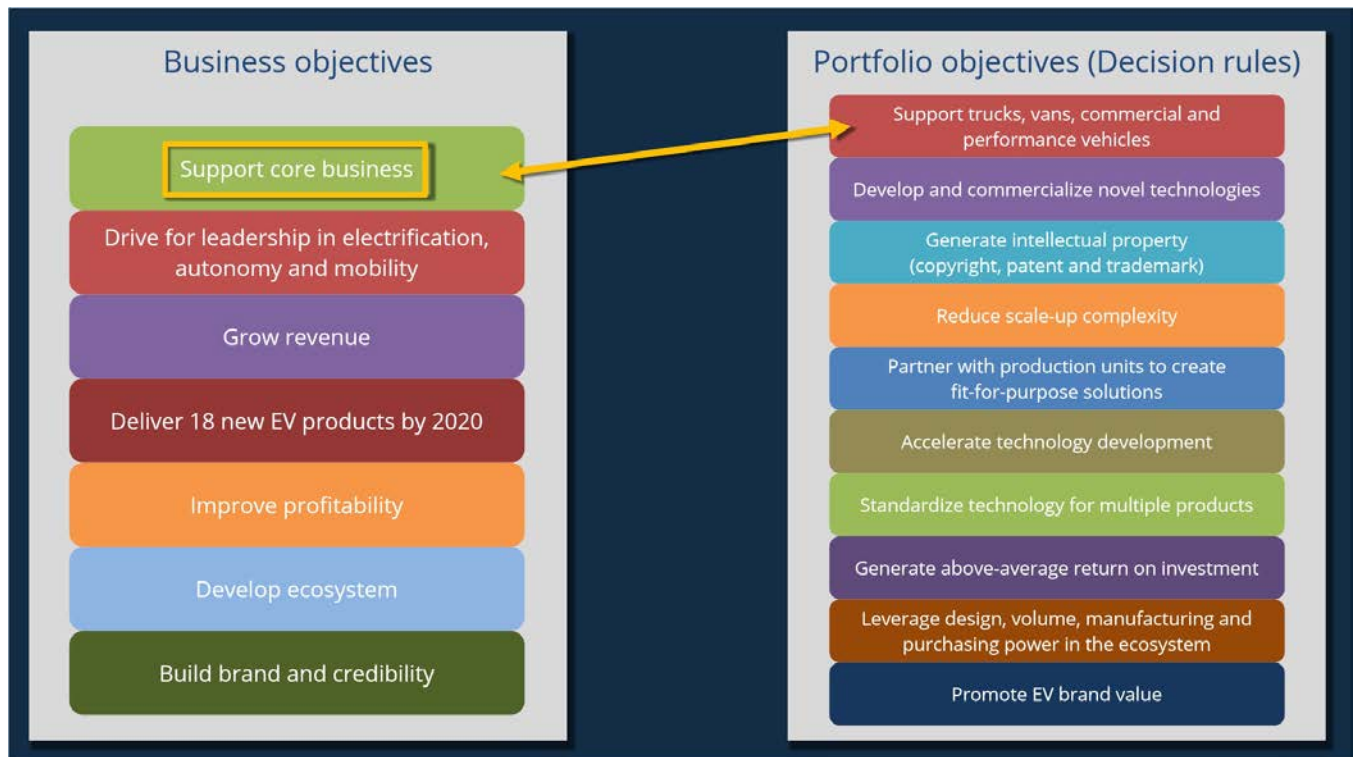


Notes:

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.

1.5 Business objective #1

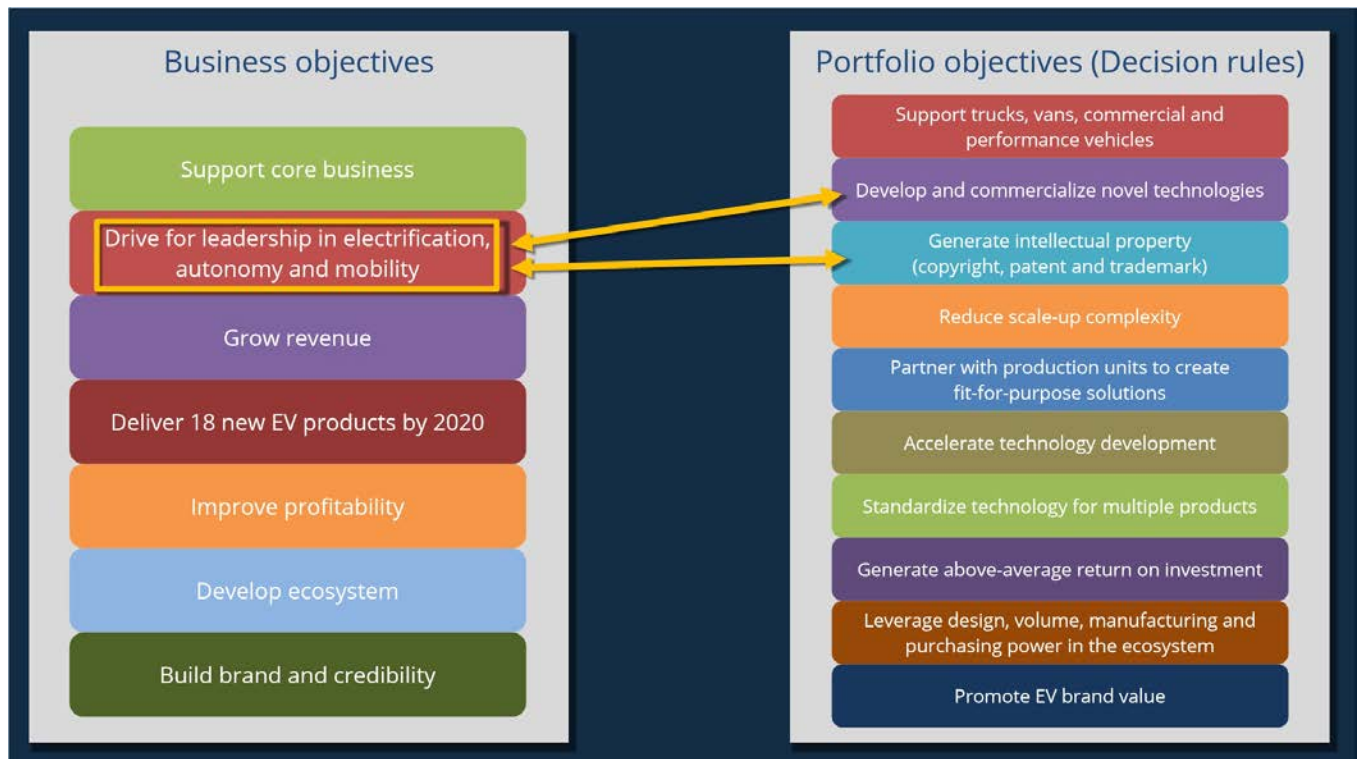


Notes:

(1) 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.

1.6 Business objective #2

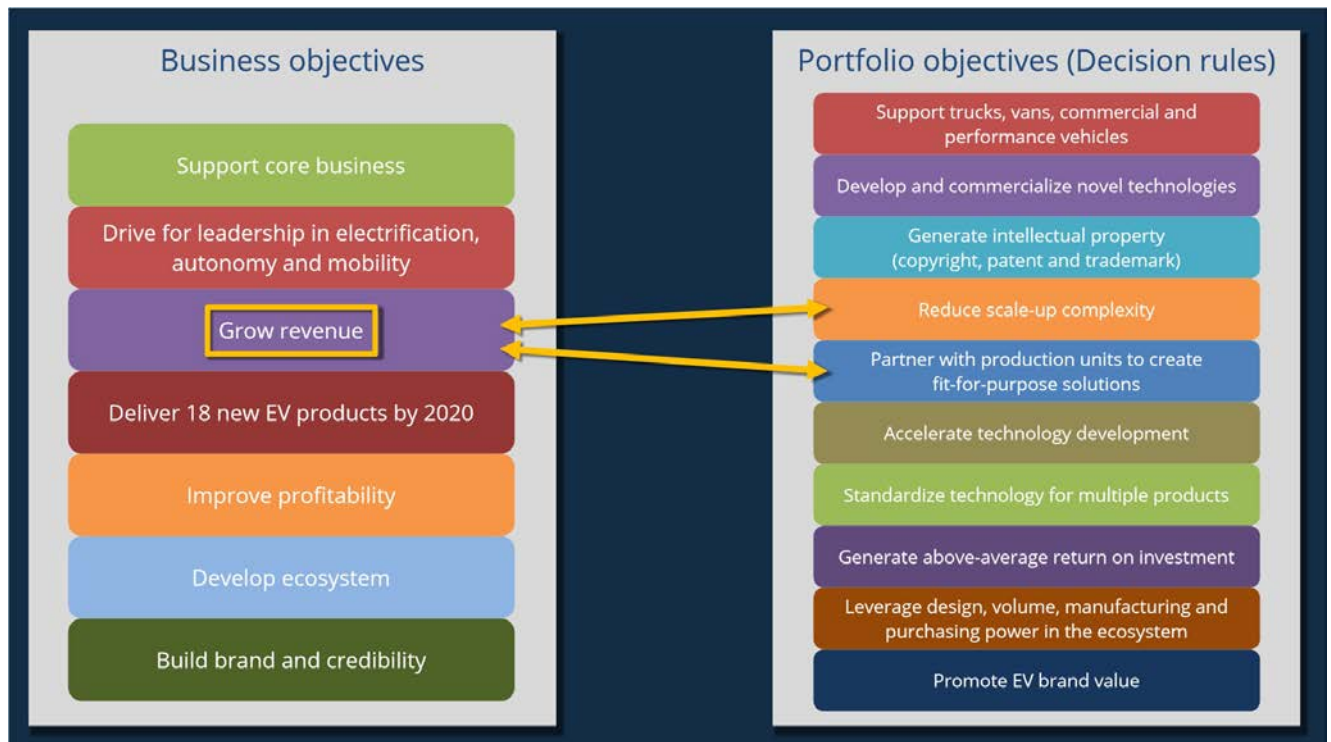


Notes:

(2) 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.

1.7 Business objective #3

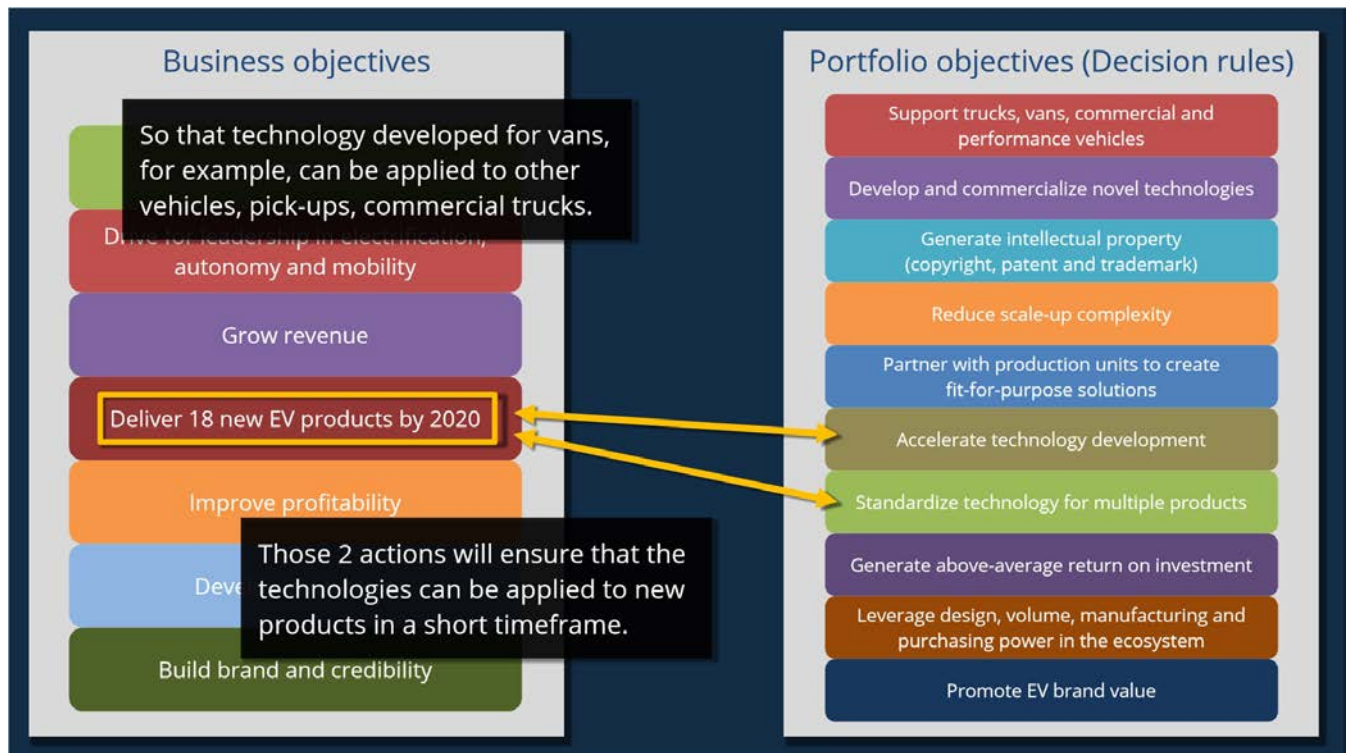


Notes:

(3) To grow revenue, technology projects need to (3A) reduce scale-up complexity, and also technology departments (3B) 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 technologies to the production to generate revenue.

1.8 Business objective #4



Notes:

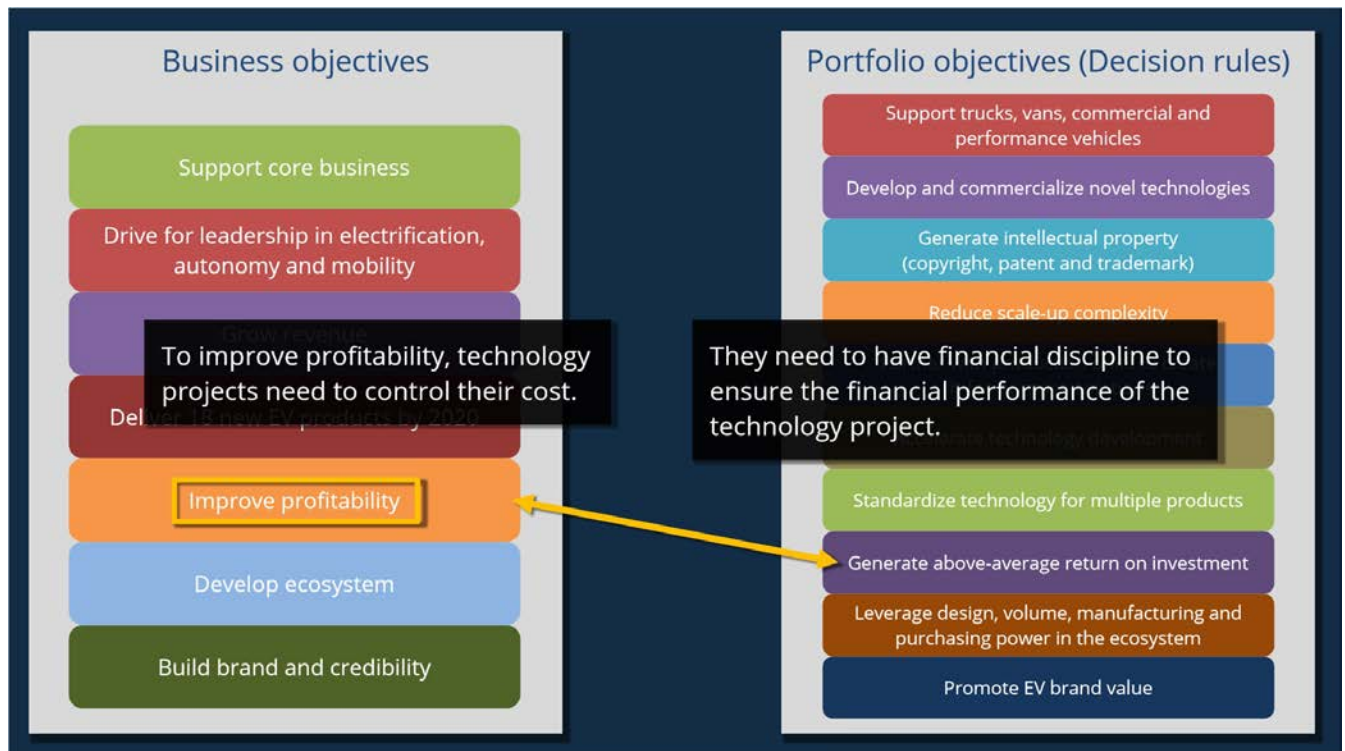
(4) The company also has a very aggressive timeline to deliver new electric vehicles.

To help the production unit meet that objective, technology project (4A) need to accelerate technology development.

They can also (4B) 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 timeframe.

1.9 Business objective #5

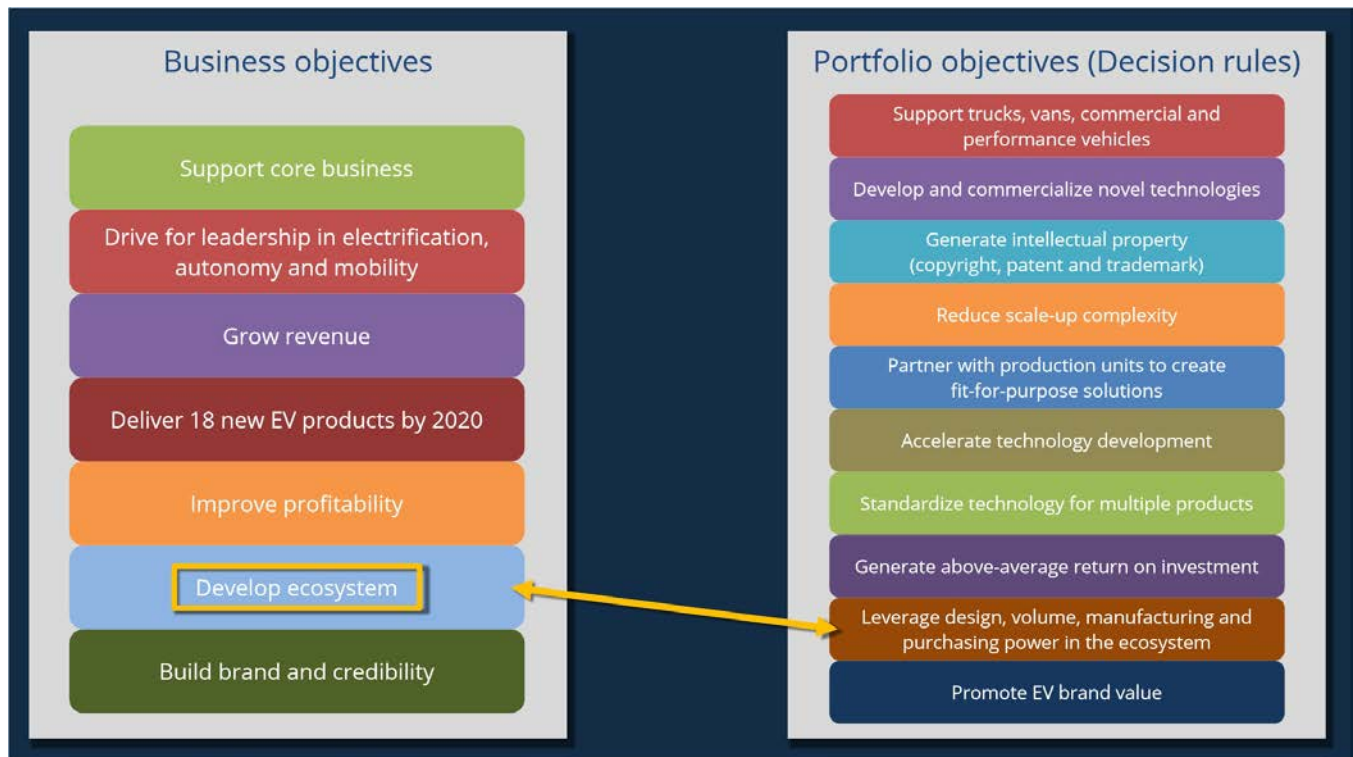


Notes:

(5) To improve profitability, technology projects need to control their cost.

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

1.10 Business objective #6

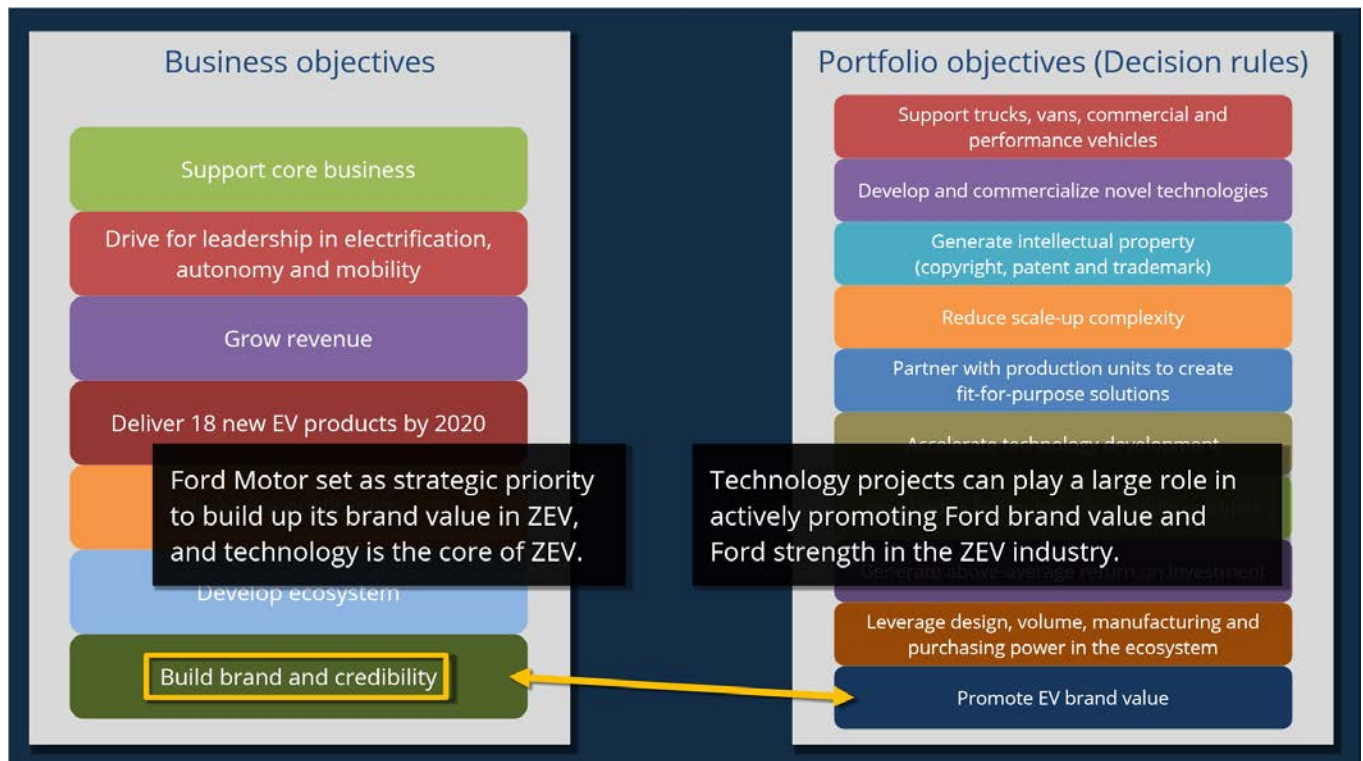


Notes:

(6) 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.

1.11 Business objective #7

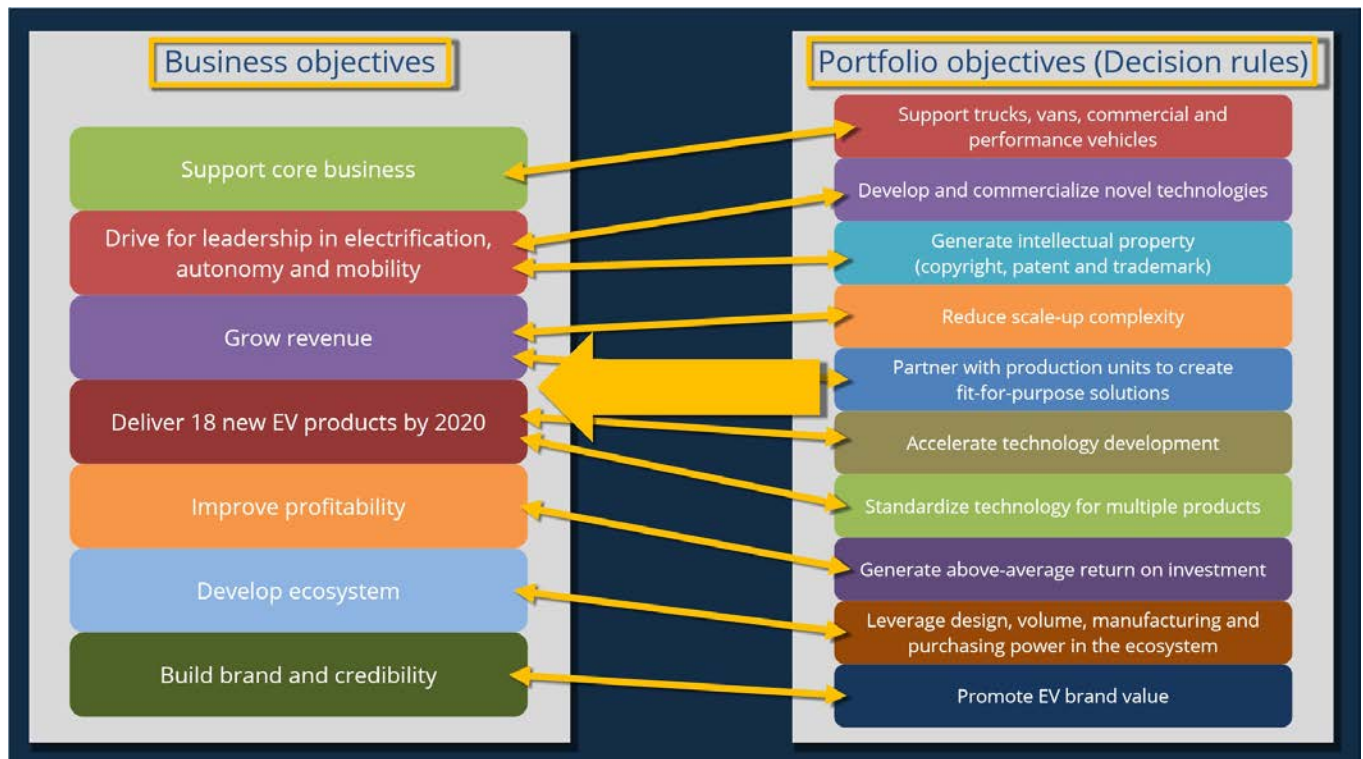


Notes:

(7) 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.

1.12 Alignment #1

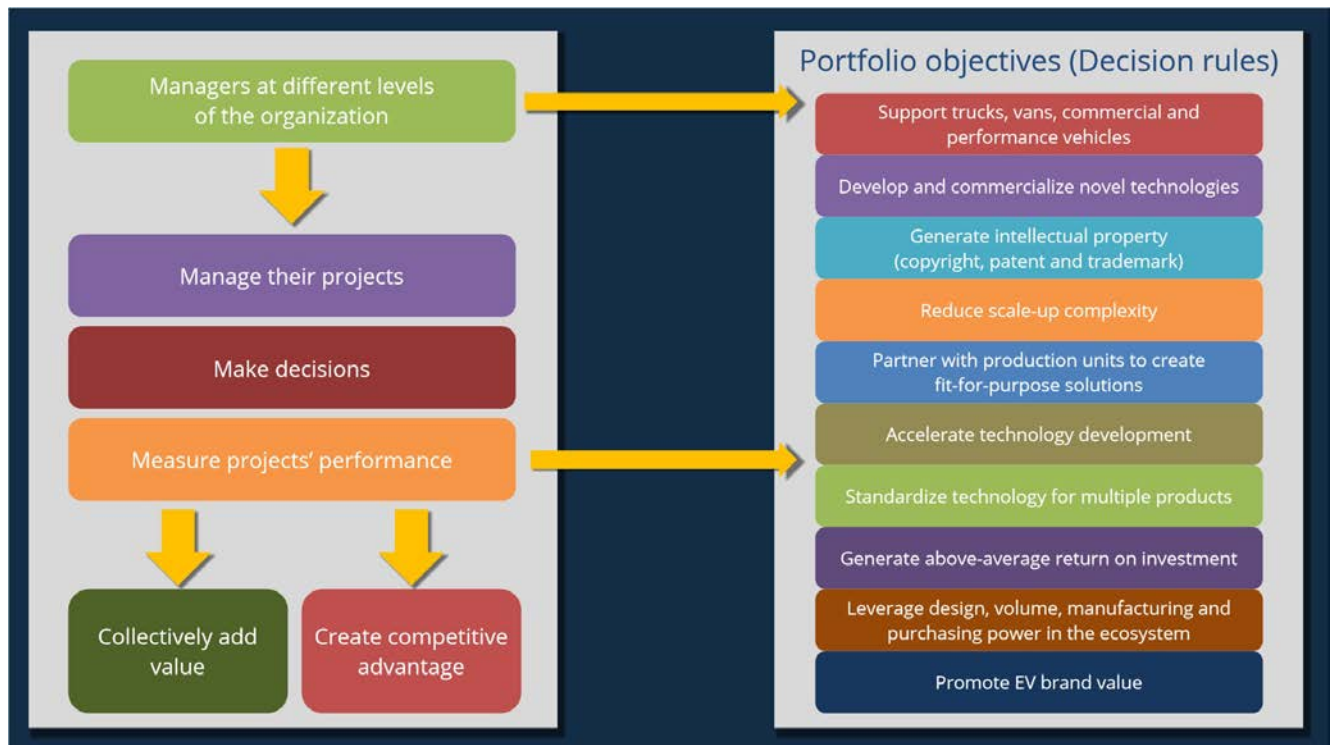


Notes:

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

The linkage basically ensured that project portfolio decisions are well aligned with the business objectives of Ford Electric Vehicle Division.

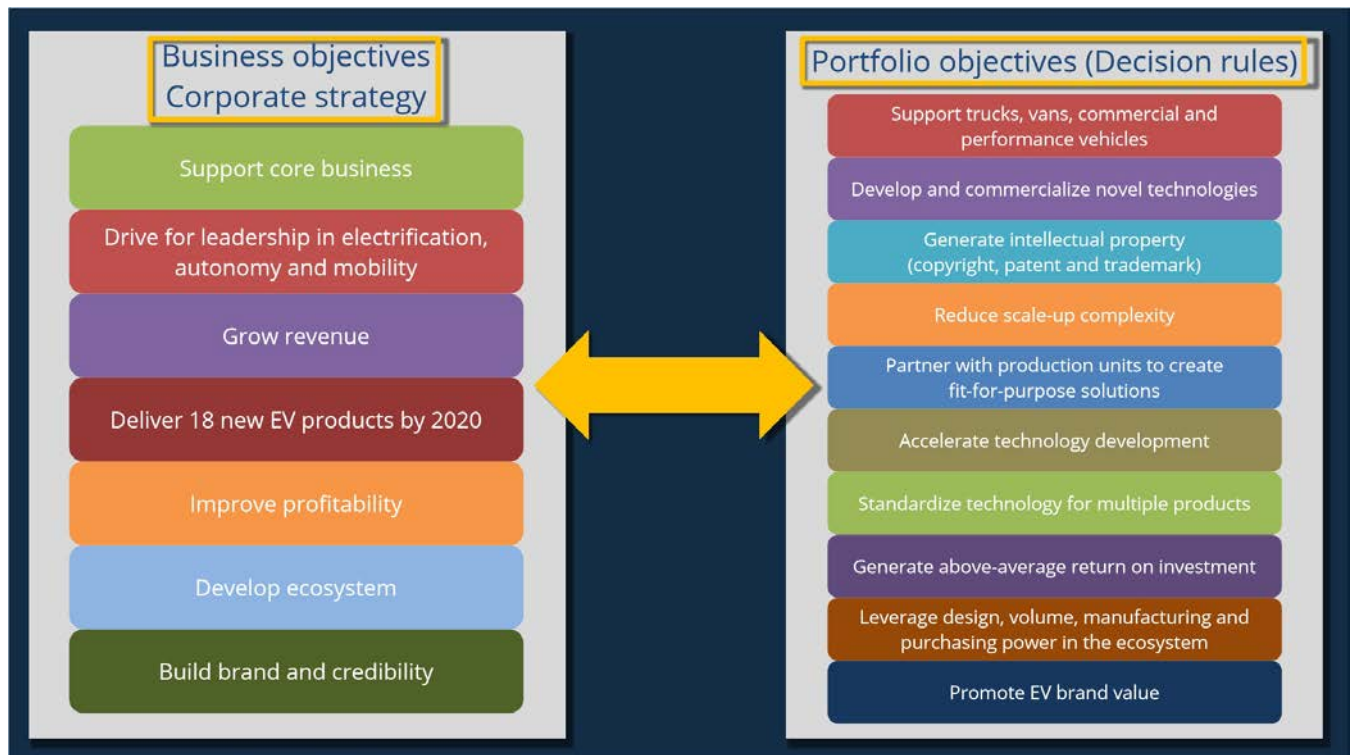
1.13 Add value



Notes:

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

1.14 Alignment #2



Notes:

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 individual's decision with the business objectives of a company.