# M5L23. Ford Motor EV Portfolio Objectives

## Slide #1Ford Motor EV Portfolio Objectives

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

## Slide #2Decision guidance

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 #3Business objectives to portfolio objectives

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 #4Support core business and support trucks, vans, commercial and performance vehicles

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 #5Drive for leadership in electrification, autonomy and mobility vs. develop and commercialize novel technologies and generate intellectual property

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 #6Grow revenue vs. reduce scale-up complexity and partner with production units to create fit-for-purpose solutions

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 #7Deliver 18 new EV products by 2020 vs. accelerate technology development and standardize technology for multiple products

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 #8Improve profitability and generate above-average return on investment

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 #10Develop ecosystem and leverage design, volume, manufacturing and purchasing power in the ecosystem

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.

## Slide #11Build brand credibility and promote EV brand value

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 #12Business objectives vs. portfolio objectives

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

## Slide #13Portfolio objectives to business objectives

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

## Slide #14Managers at different levels of the organization

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 #15Business objectives vs. Portfolio objectives

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.