

# KEY ELEMENTS OF INFORMATION MANAGEMENT PROJECTS

Looking for a "silver bullet" to improve your data-driven initiatives? Well, it doesn't exist. Don't listen to anyone who tells you that it does.

But, there are identifiable phases and milestones that can result in addressing the known gaps between business need and software limitations.

## ROADMAP / STRATEGY

Any successful project, no matter how big or small, begins with a well-formed strategy and roadmap. This phase might include Gap and SWOT Analysis, Prioritization, and Competitive Assessment.

## BUSINESS BUY-IN

Too often we see projects fail because business priorities were not synchronized with IT projects.

Stakeholders, including executives, should be identified and interviewed in order to achieve alignment.

## GOVERNANCE PLANS

A well documented and agreed upon governance plan that includes team roles and responsibilities as well as rules for accuracy, completeness, relevance, uniqueness and other criteria is crucial for any data-driven project.

## TECHNOLOGY FIT

Let's face it, technology vendors will tell you their software will solve any problem, and may even demo features that don't yet exist. You need a complete and objective criterion, and partner, for technology selection.

## PROJECT DELIVERY

Don't settle for mere implementation. This phase also requires training, mentoring, process mapping, and org alignment to ensure that any software that gets installed actually gets used and provides value.

## BUSINESS AGILITY

The ultimate objective is Business Agility! There are many paths and many stops on the journey. Our model is to tailor your journey to your situation.