Value based prioritisation

What is it

- Ranking value can be highly subjective and biased. Without understanding and defining value, any prioritisation exercise will create a false sense of confidence.
- Reference the difference types of value, and identify which are more important than others. The value types are: financial, reputation, user satisfaction, growth and operational integrity. Reference known OKRs for the service or directorate to help assess the relative importance of each of these value types in conjunction with the evidenced needs of the end user. Once drafted, these should be discussed and agreed with key stakeholders involved with the service and product, and then baselined.
- In assessing user needs, there are a couple of simple

Key Benefits / Why is this important

- Optimises delivery of value as early as possible
- Creates a high degree of confidence and purpose within the team that they are working on the most valuable outcomes
- Transparent alignment

Techniques supporting this practice

- Value definition (complementary practice)
- Effort/Value 2*2 matrix prioritisation
- Cost of Delay prioritisation

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