

Project Portfolio Canvas

PPM Jaarcongres





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VUmc Academie - Domein PM

- Cursus Projectmatig Werken
- Cursus Projectmanagement
- Masterclass Project(portfolio)management
- Advies
- Begeleiding
- Coaching
- Maatwerk opleidingen, bijvoorbeeld:
 - Module Business Cases





Stichting Projectmanagement in de Zorg

Sinds 2016 faciliteren wij kennismaken en kennisdeling via:

- Onderzoek
- Publicaties
- Congres
- Ronde Tafels
- Zorg Projectleiders Gilde
- iVisie

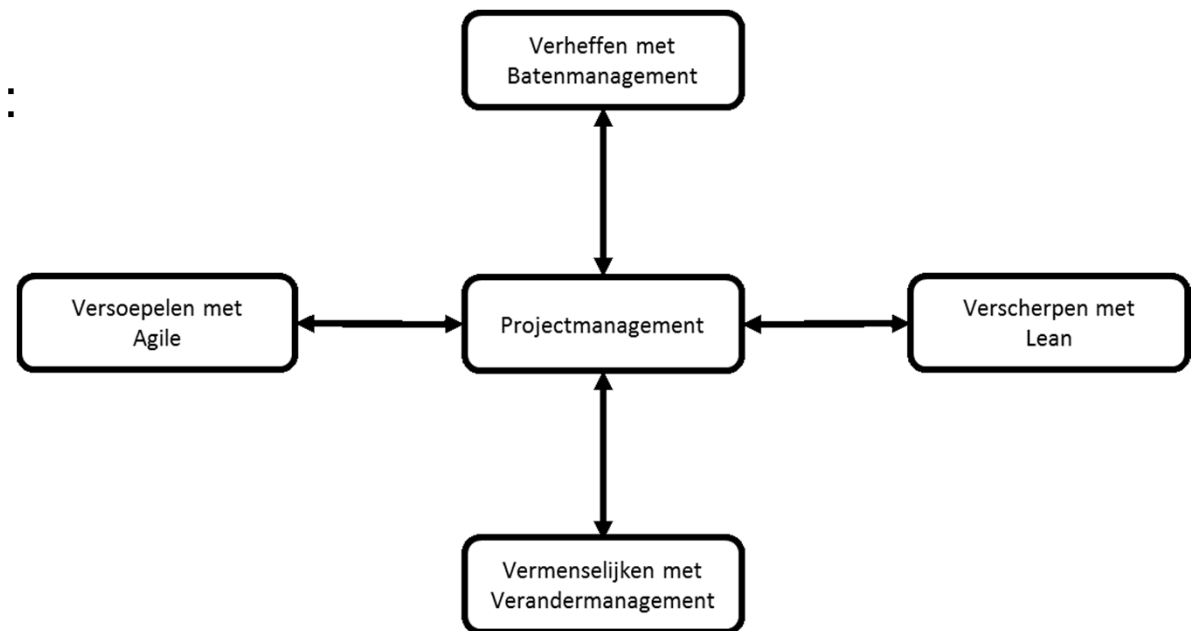




Visie op Projectmanagement

Projectmanagement op alle niveaus:

- Strategisch (PPM)
- Tactisch (PGM / MPM)
- Operationeel (PM)





Lessen voor projectmanagement

Lean: Visualiseer meer

Agile: Documenteer minder

VM: Focus op het gesprek

→ Canvas



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners  Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities	Key Activities  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? CATEGORIES Production Problem Solving Platform/Network	Value Propositions  What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? CHARACTERISTICS Newness Performance Customization "Getting the job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability	Customer Relationships  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? EXAMPLES Personal assistance Dedicated Personal Assistance Self service Automated Services Communities Co-creation	Customer Segments  For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Diversified Multi-sided Platform																								
Cost Structure  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? IS YOUR BUSINESS MORE Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition) SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope		Revenue Streams  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <table border="0"> <tr> <td>TYPES</td> <td>FIXED PRICING</td> <td>DYNAMIC PRICING</td> </tr> <tr> <td>Asset sale</td> <td>List Price</td> <td>Negotiation (Bargaining)</td> </tr> <tr> <td>Licence fee</td> <td>Product feature dependent</td> <td>Need Management</td> </tr> <tr> <td>Subscription Fees</td> <td>Customer segment dependent</td> <td>Real time Market</td> </tr> <tr> <td>Lending/Renting/Leasing</td> <td></td> <td></td> </tr> <tr> <td>Licensing</td> <td>Volume dependent</td> <td></td> </tr> <tr> <td>Brokerage fees</td> <td></td> <td></td> </tr> <tr> <td>Advertising</td> <td></td> <td></td> </tr> </table>			TYPES	FIXED PRICING	DYNAMIC PRICING	Asset sale	List Price	Negotiation (Bargaining)	Licence fee	Product feature dependent	Need Management	Subscription Fees	Customer segment dependent	Real time Market	Lending/Renting/Leasing			Licensing	Volume dependent		Brokerage fees			Advertising		
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https://nl.wikipedia.org/wiki/Business_Model_Canvas#/media/Bestand:Business_Model_Canvas.png

OER Project Canvas 		Designed by:		Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Focus Group Relationship 	Focus Groups 	
Key Resources 	CC-License 		Channels 		
Cost Structure 		Revenue Streams 			

„OER Project Canvas“ is designed by OERup!, based on the „Business Model Canvas“ designed by [Strategyzer AG](http://strategyzer.com/).
 This work is licensed under the Creative Commons Attribution-Share Alike 4.0. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/4.0/>

<https://www.oerup.eu/about/the-oer-project-canvas/>

PURPOSE Why should the project be started (challenges / problems to be solved)? Why is the project meaningful and important? ... and for whom? How will the project change the future?						
BUDGET How much money do you need? Think of costs for the ... TEAM (internal and external staff) ... RESOURCES (tools, materials, facilities)	 TEAM Which competencies / people are needed for the project? Who is a member of the ... core team? ... extended team? Who is managing the project? How much time is needed? (for each person in the team)	 CONDITIONS Known forces, events, and people that influence the project: ... what / who is supporting the project? ... what / who is restraining the project?	 MILESTONES Define important stages of progress! What are due dates for ... intermediate results? ... visible accomplishments incl. early wins? (important for showing progress) ... crucial decisions?	 QUALITY What makes your project a success? What will make your CUSTOMER happy? What are the requirements regarding the ... RESULT of the project? ... MILESTONES of reaching the result? How should the CUSTOMER be involved and informed?		
RESOURCES What work / meeting facilities are required? Which tools (incl. software) and materials do you need? Is it necessary (or desired) to involve external partners / experts?		 RISKS Which uncertain future events might seriously endanger the project, in case they will happen? (If you are sure, a future event will happen, or you can influence it, plan with it as a CONDITION)		 RESULT Which problem should be solved? Which value / advantage will be created? What are you going to create for your CUSTOMER? (products, services, knowledge) What are the main components of this result?		 CUSTOMER Who pays for the project? (sponsor) Who has the final decision to start and stop the project? (owner) Who is impacted by the project result? (recipient) In case of multiple customers: Are there (potential) conflicts?
TIME What are the starting dates, i.e. when is the project due to be ... accepted?, ... prepared?, ... kicked off? What are the end dates, i.e. when is the project due to be ... completed?, ... delivered?, ... liquidated?						

<https://www.ipma.world/project-canvas-defining-projects-in-a-structured-way/>

PROJECTCANVAS | Titel: _____ | Projectdoel: _____

1. SCOPE

must have nice to have if possible not of scope

2. GEBRUIKERS

Welke zijn de belangrijkste gebruikersgroepen? Voor wie doen we het?

3. VOORDEEL

Welk probleem van de gebruikers lossen we op?

4. STAKEHOLDERS

Wat zijn de belangsgroepen? Hoe staan ze tegenover het project?

5. RISICO'S

Welke gebeurtenissen zouden in de praktijk totkomst een negatieve impact kunnen hebben op het project? Beschrijf kortere impact. Hoe kan je de belangrijkste risico's vermijden, verkleinen of omzeilen?

6. TEAM

SPONSOR
STUURGROEP (met beslissingbevoegdheid)
PROJECTLEIDER
PROJECTTEAM
KLANSOFOORDEP

7. MIDDELEN

Welke middelen hebben we nodig om ons project te laten slagen?

8. BUDGET

Inkomsten Uitgaven

9. ACTIES

Wat moeten we doen om het project te ontwikkelen en te lanceren?

10. PLANNING

Bepaal eerst de mijlpaalen en vervolgens de acties die nodig zijn om tot die mijlpaalen te geraken. Bepaal vervolgens de data voor oplevering.

bedenk

<http://www.bedenk.be/nl/blog/het-project-canvas-de-brug-tussen-concept-en-uitvoering>



Projectnaam:	Projectmanager:	Opdrachtgever:
DOELEN WAAROM	TEAM WIE	BELANGHEBBENDEN WAAR
RESULTATEN WAT	PLANNING WANNEER	
INVESTERING WAARMEE	RANDVOORWAARDEN WAARMEE	RISICO'S 'O JEE'



NAAM: _____

DATUM: _____

 OPDRACHTGEVER	 RANDVOORWAARDEN	 KWALITEIT	 AANPAK
 BELANGHEBBENDEN	 PROBLEEM/UITDAGING	 DOELEN	 RISICO'S
 PROJECTTEAM	 ACHTERGROND	 AFBAKENING	 AFHANKELIJKHEDEN
	 TIJD	 GELD	


RESULTAAT

Rudy Kor, Jo Bos, Björn Previas, Theo van der Tak

<https://werkenaanprogrammas.nl/weblog/programmeren/2016/08/17/project-canvas-geeft-inzicht-in-kern-project>



Program **Canvas**

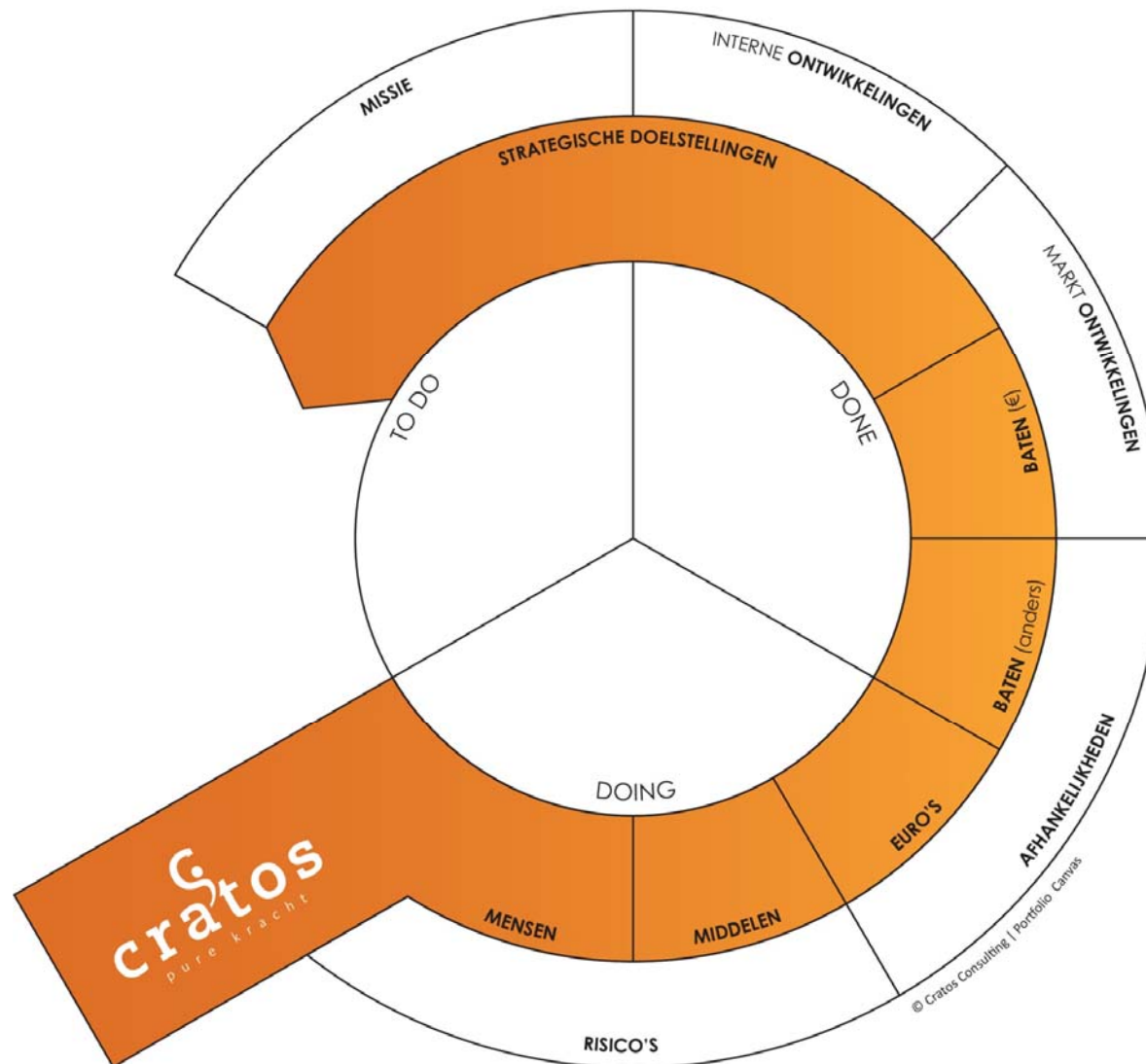
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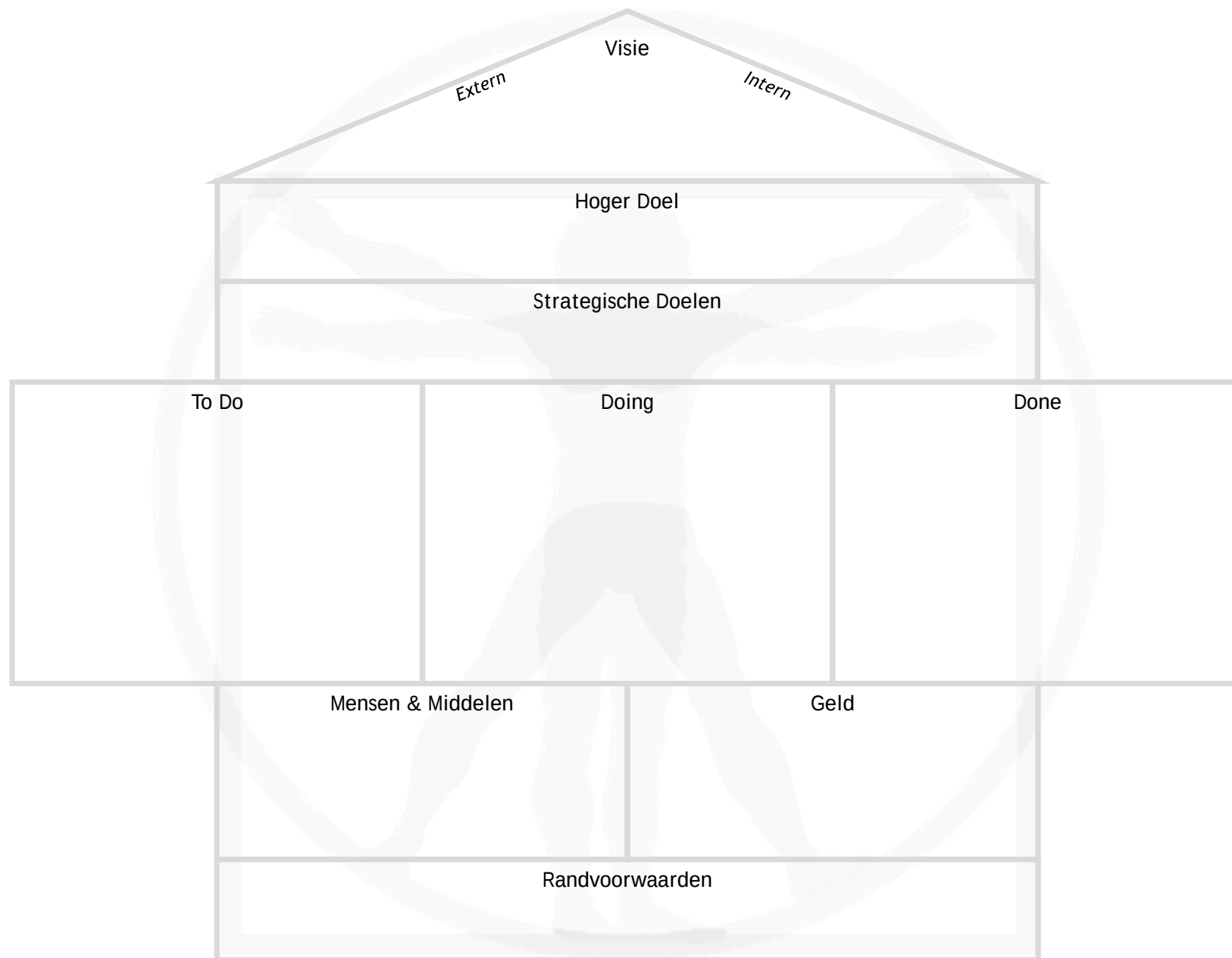
 OPPORTUNITIES	 CONTEXT	 AMBITION	 REASONS	 DISBENEFITS
 THREATS	 STRATEGY	 OBJECTIVES	 STAKEHOLDERS	 OUT OF SCOPE
	 ACTIVITIES	 BENEFITS	 OUTPUT	
 CONSTRAINTS	 RESOURCES		 GOVERNANCE	

www.programcanvas.nl

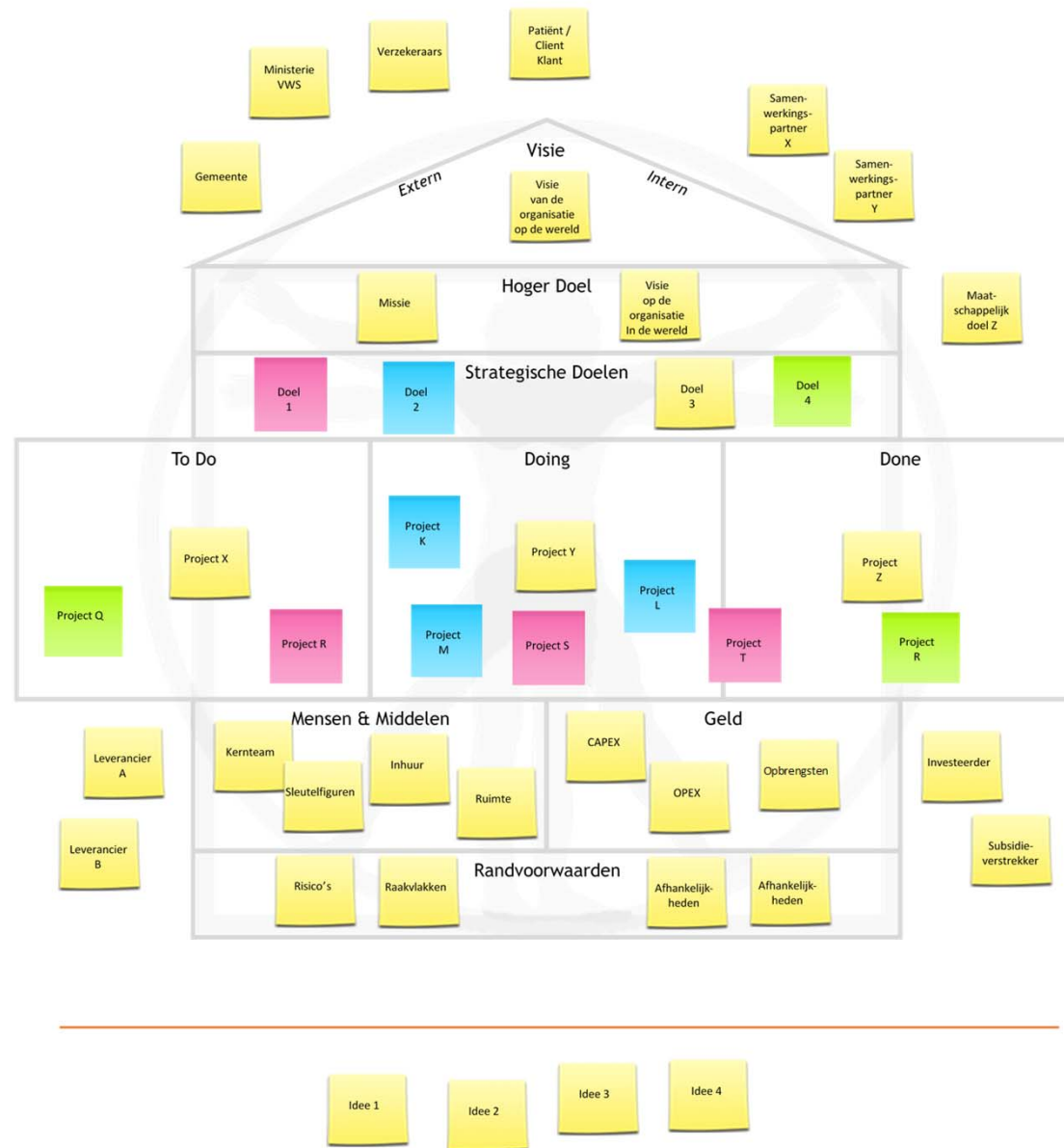
<https://programcanvas-overmanagement.net/materialen/>













Portfolio Canvas: Overzicht & Inzicht

- Overzicht van welke projecten eraan komen
- Overzicht van welke projecten er lopen
- Overzicht over welke projecten gedaan zijn
- Inzicht in de relatie tussen de projecten en strategie
- Inzicht in de relatie tussen de projecten en de resources
- Inzicht in risico's en afhankelijkheden op portfolio niveau





Portfolio Canvas: Meerwaarde

- Voor het proces: een afgebakend & compleet kader waarbinnen de discussie over projecten en programma's kan plaatsvinden.
- Als eindresultaat: helpt besluiten te communiceren en voortgang te controleren.





Portfolio Canvas: 'beschilderen'

- Startpunt hangt af van het gesprek dat men wil hebben & met wie
- Detailniveau op de geeltjes idem
- Maak het op maat, vb. met:
 - Meer kolommen voor 'Doing'
 - Extra 'fundamenten'



Succes met schilderen.

