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Justin Hayward, CIR  
HVM Graphene+ 2014  
Oxford 15 May  
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for the project for the innovation ecosystem in Finland



a global mobile data project



an innovation project



for IT projects



Petrofac - a change management workstream project



a faculty strategy project



**HALLIBURTON** the Drill Bits division

Lifetime Communication – new venture development



strategy development and implementation

...and 11 Design London ventures in innovation



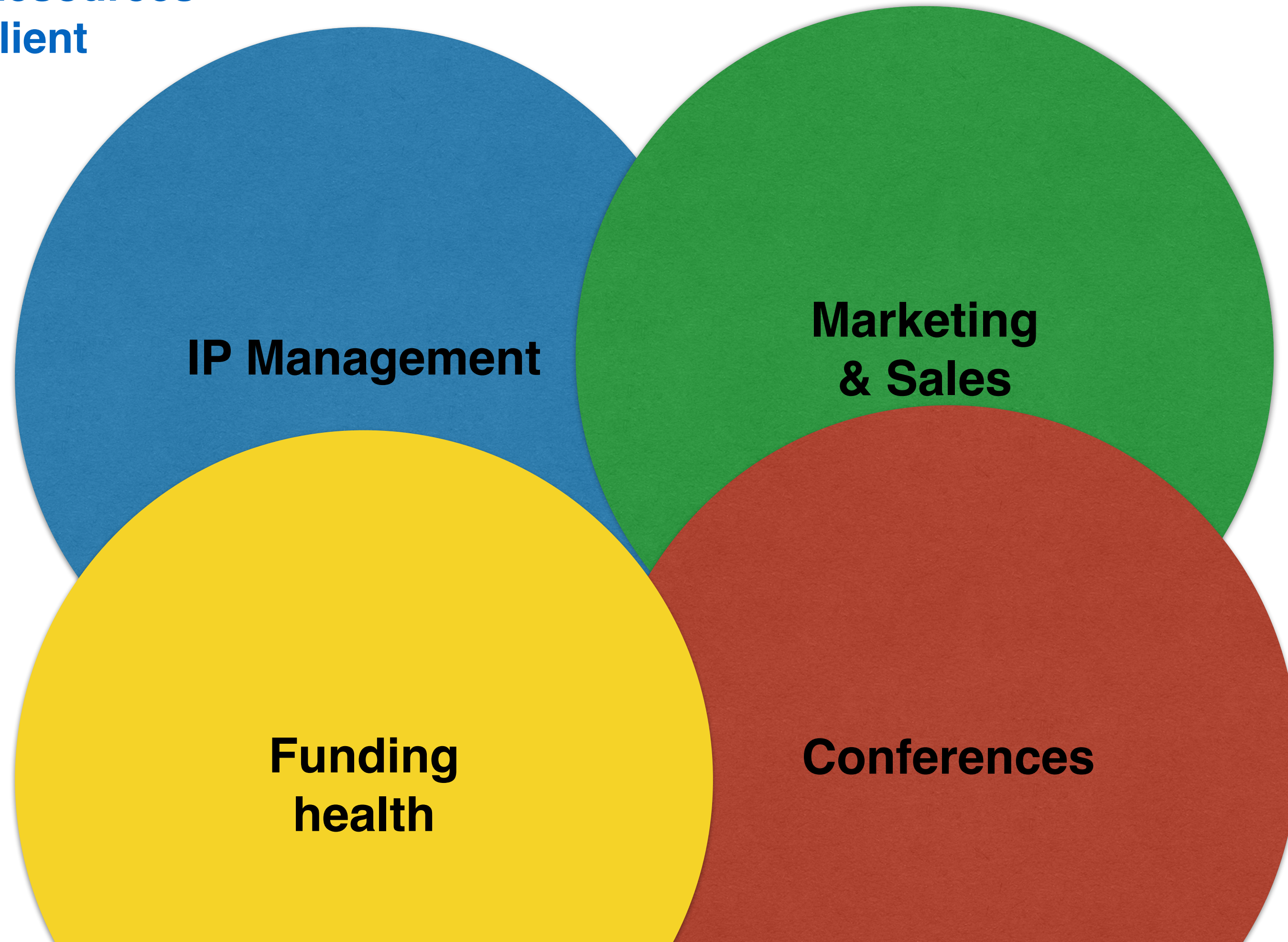
IP strategy development and management process

## Confidence through client track record

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# Bundled Resources for Client



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# Routes to Value 2014

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**“How well we engineer our routes to market will determine the value of our business.”**

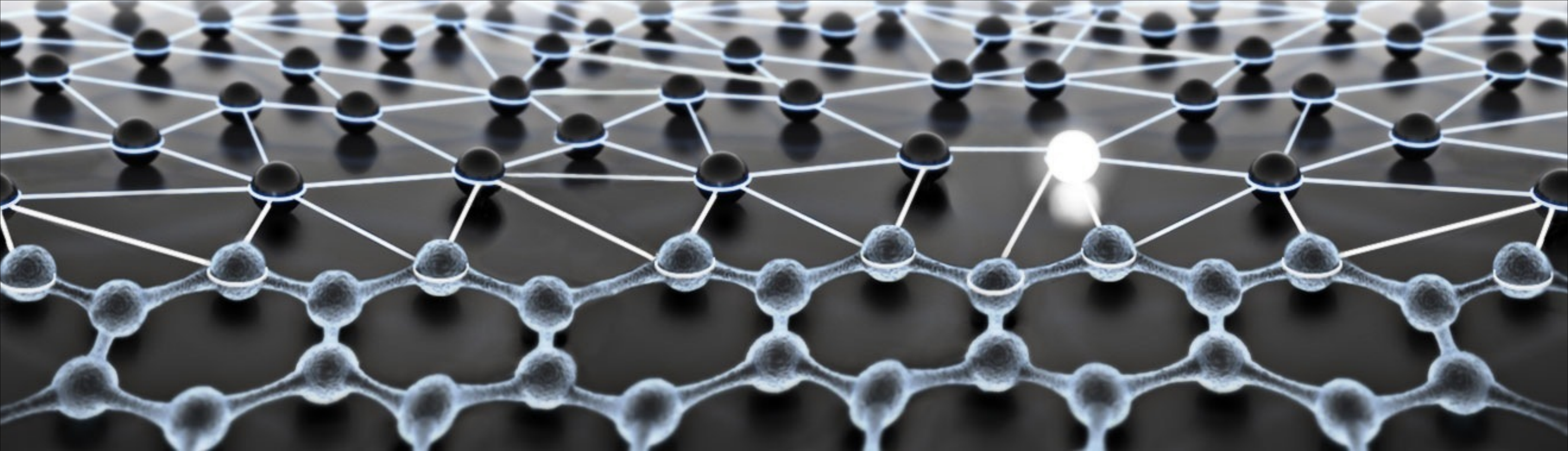
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# Value network analysis and stakeholders

## Examples

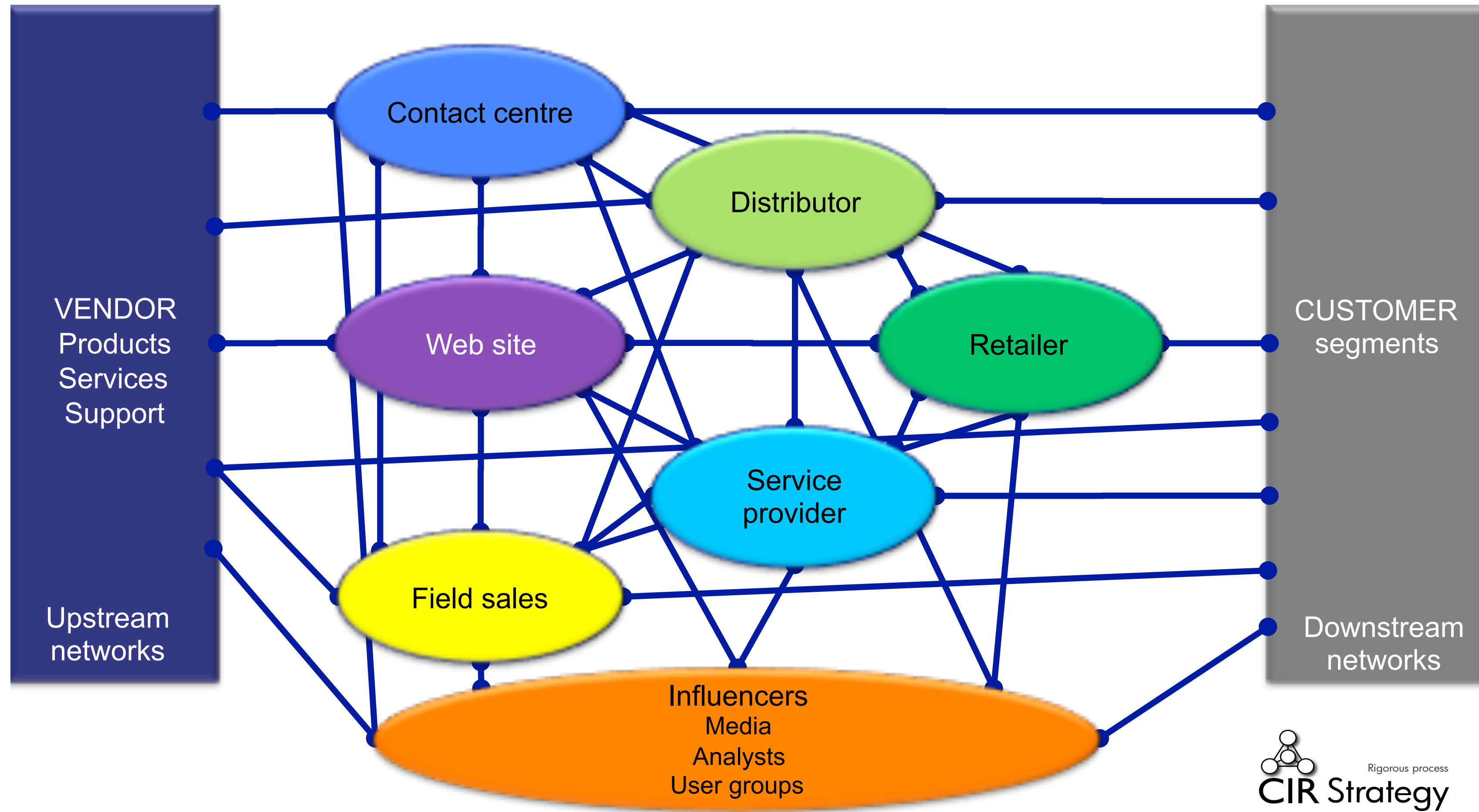
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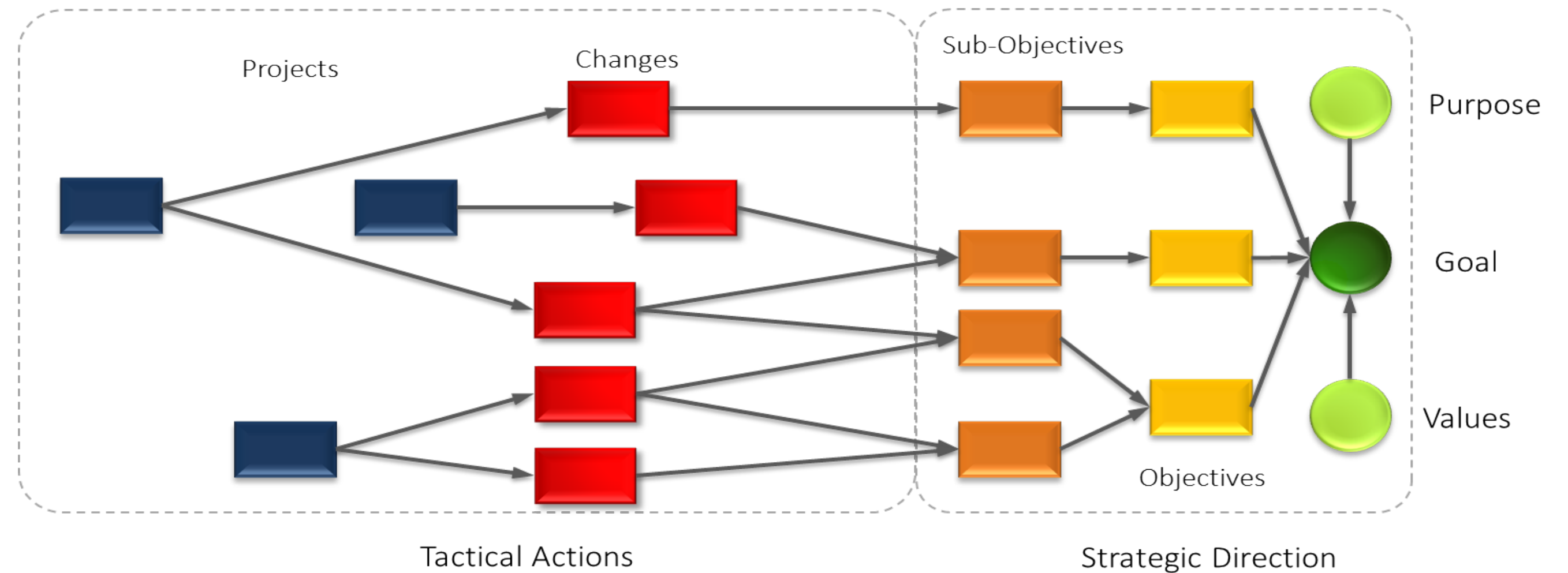


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# A goal system that defines what value means to your organisation

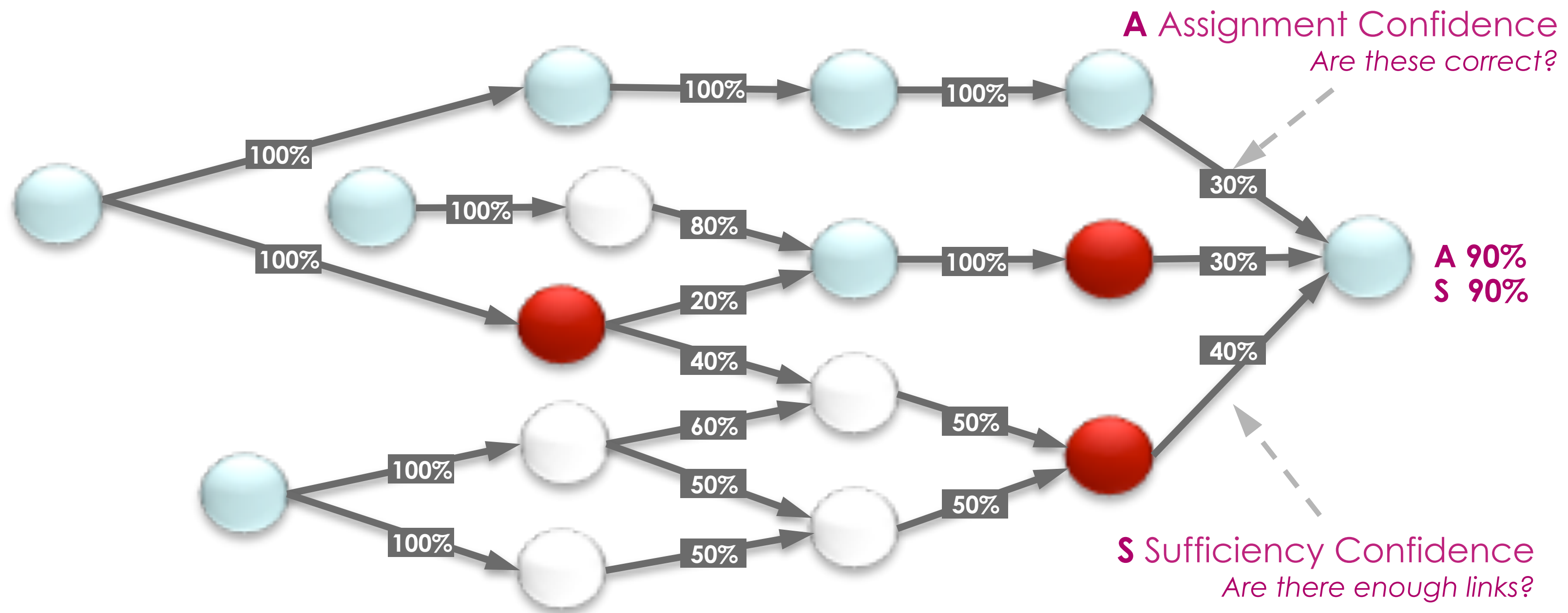
- Ensure the most effective use of resources
- Test alternatives
- Track progress
- Minimise time to value



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## Why Routes to Value?

- Uncertainty proves to be the best predictor of outcomes.
- Have your team define their confidence in estimates of outcomes.
- Allocate resources accordingly.
- Decide what adds value at every level.

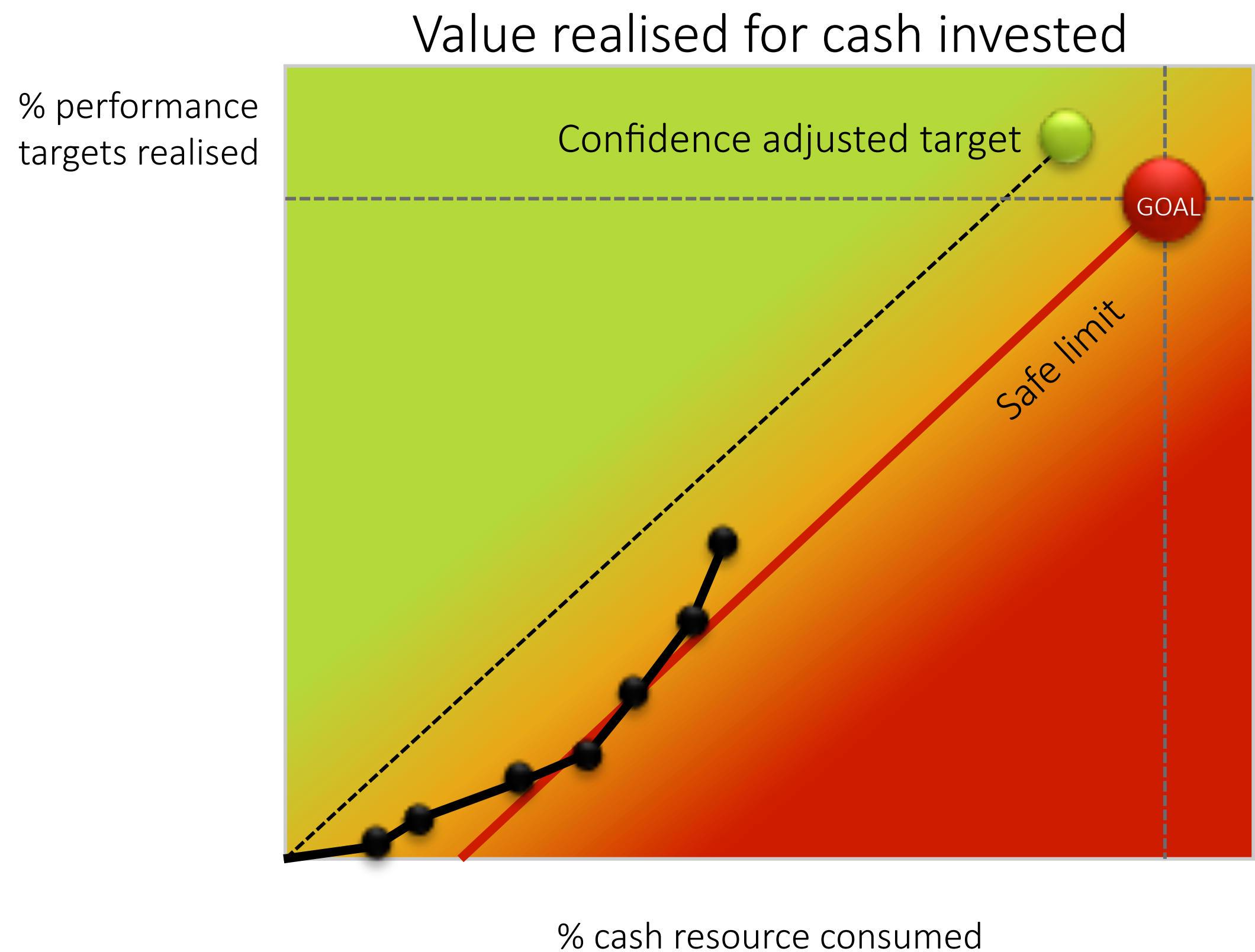
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- Reducing risk and time to value.
- Visibility of how and what actions contribute to outcomes.
- Decision quality.
- Can be used in conjunction with most common project management methods
- Fast and easy to set up and use.

## Benefits



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- Value-based contracting
- Governance of application of public funds
- KPI and balanced scorecard inputs
- SME strategy development and tracking

**An operating system for the organisation**

## Some applications of RtV

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**Applying any of the above methods, RtV, opportunity prioritisation or impact assessment to your current strategy will make management time more productively used, enhance the business, its value, its ability to change and its likely success.**

**Next steps - we can come and discuss this with you**

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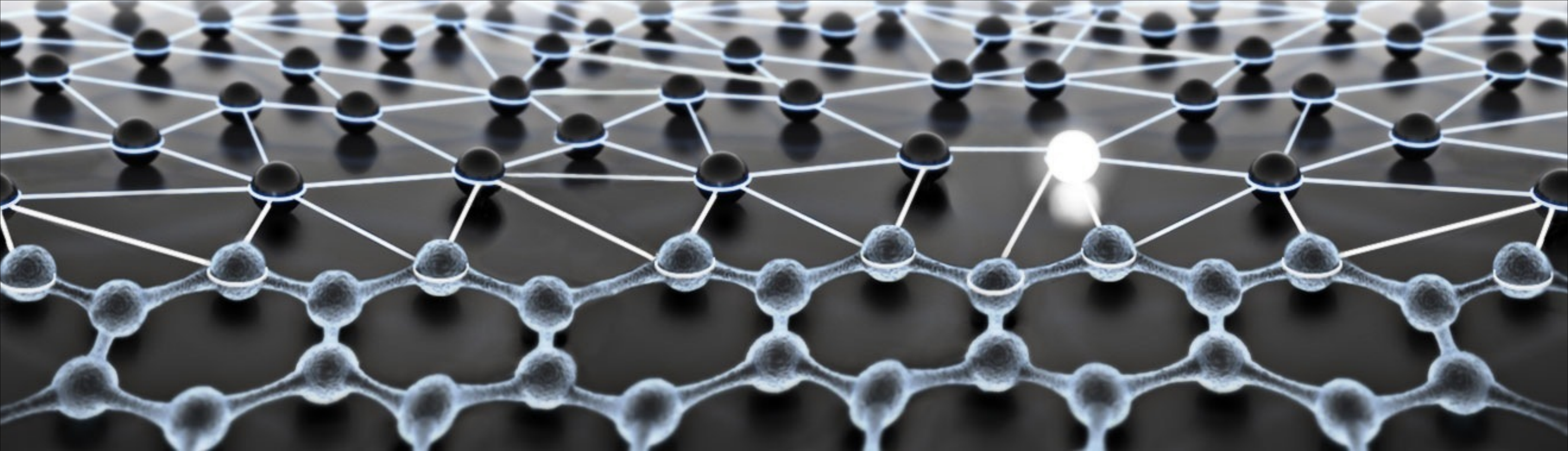
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**The Routes to Value method comes from work at IBM and research at Imperial College**





# Lead Generation & Sales

## 2014

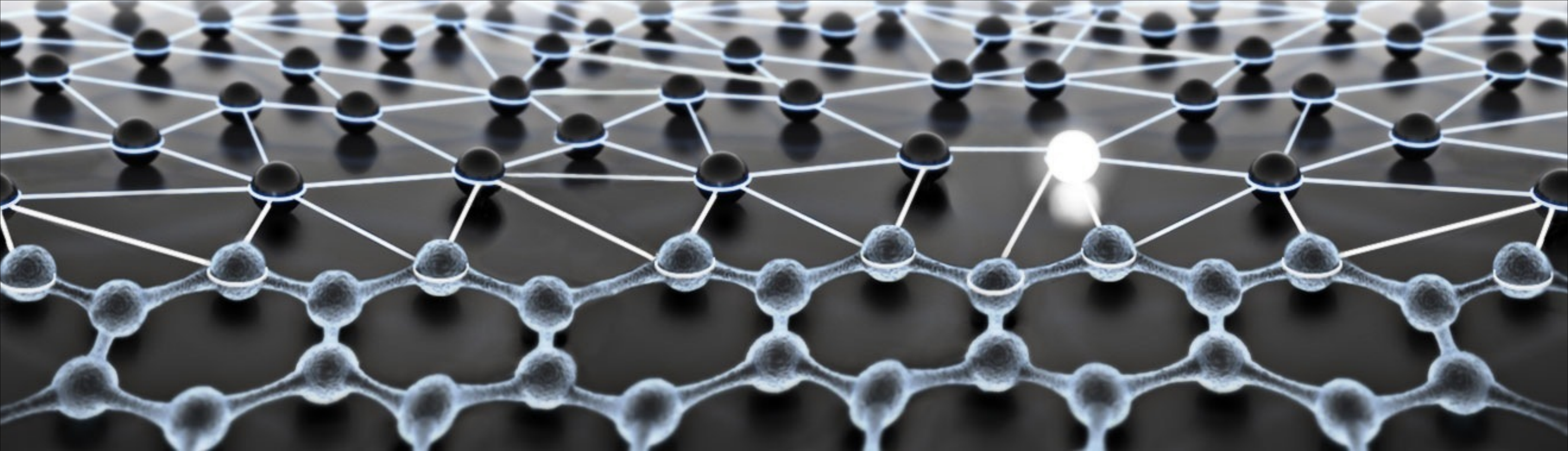
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# Conferences

## 2014 Opportunities

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**Smart Systems Summit 2014 - London**  
**8th Smart Homes 2014 - Cambridge**  
**HVM Graphene+ 2014 - Cambridge**

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