

How to build the plane while flying it

Kathryn Gulifa – General Manager, Data & Analytics



Challenges

1

Scope creep or crush

2

Resourcing models

3

Balancing priorities

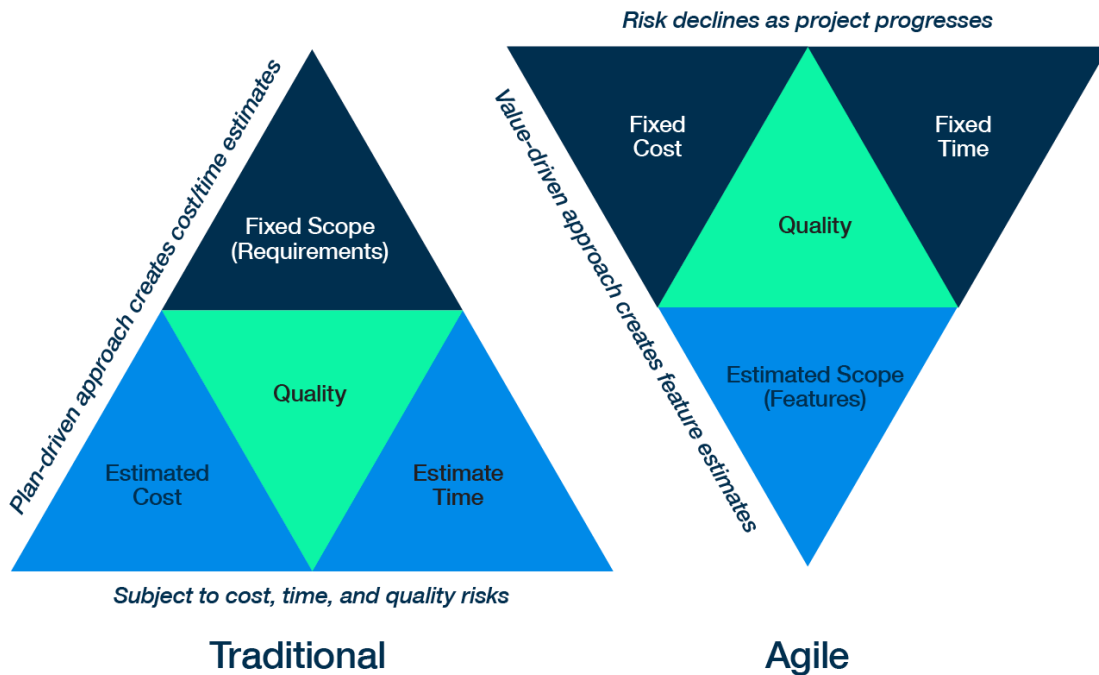
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Keeping the investment coming



Scope creep or Rush

Iron Triangle Paradigm Shift



1

Objectives and scope need to be tied to Corporate Strategy

2

What type of outcome are you delivering?

3

If budget or timeframes are adjusted, be crystal clear on impacts to scope

1

Outsource when it's not a core competency of your business or you're resource constrained but have budget.

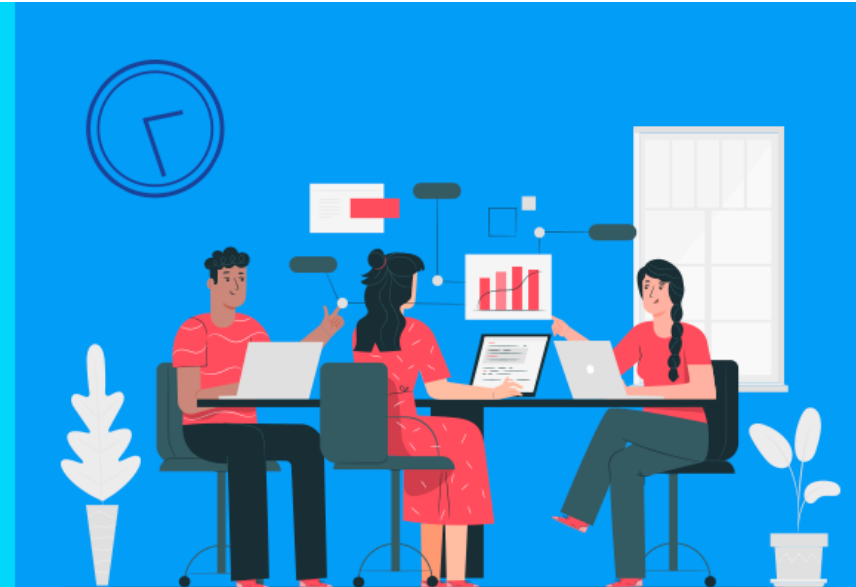
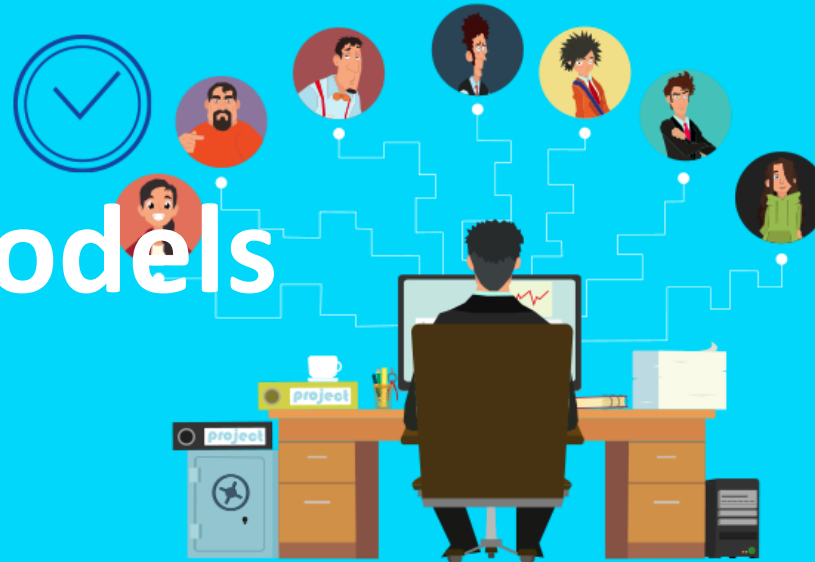
2

Ideally adopt a blended model with internal and external resources, with vendor partners shifting from teacher to supervisor.

3

Dedicate internal resources to either project work or BAU to reduce distractions and context switching.

Resourcing models



Prioritisation methodologies

Business v./User v. + Time critic. + Risk reduc./Opport. enabl.
Job Size

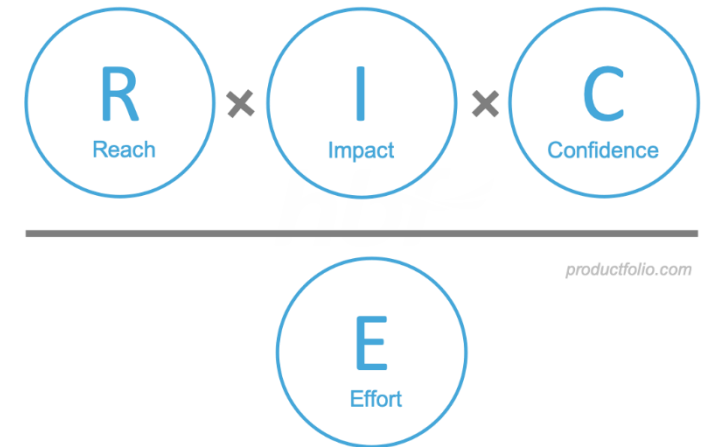
Weighted scoring

- Assign weights to different criteria, such as impact, cost, feasibility, and alignment with business goals.
- Evaluate each project against these criteria and calculate a weighted score for each.



MoSCoW

- Must-Have, Should-Have, Could-Have, Won't-Have
- Categorises projects based on their importance and feasibility.



RICE

- RICE (Reach, Impact, Confidence, Effort)

Similar to ICE, but also considers the potential reach of the project in addition to the other factors.

Keeping the investment coming

Strategy

Having a clear Data & Analytics vision and roadmap that evolves in alignment with Corporate Strategy

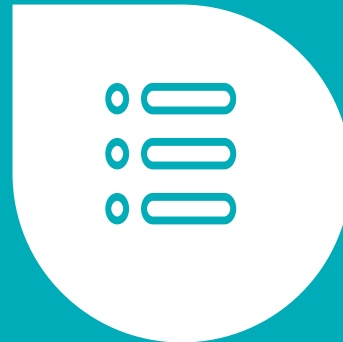


Quantifiable business cases

You must be able to attach quantifiable business value or risk reduction to your analytics initiatives.

Stories

Highlight real world stories of 'dumb things we do today' and how Transformation is addressing these problems.'



Transparency

Keeping new requests, backlogs and how things are prioritised visible to stakeholders.

Thank you.



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