

PORTFOLIO ARTICULATION

Effective communication of your project portfolio will engage your stakeholders and provide leaders with the right information to make the best possible investment decisions



THE CHALLENGE

WHY YOU NEED TO ARTICULATE YOUR PORTFOLIO

Your Portfolio Management function needs to effectively communicate complex information to positively influence project investment decisions. Get the communication right and your Portfolio Office will be a trusted source of information the executive relies on to make the right calls. Get it wrong and the best processes in the world will not save you from irrelevance.

THE OPPORTUNITY

WHAT DOES GREAT PORTFOLIO ARTICULATION LOOK LIKE?

Great portfolio articulation is about presenting project portfolio information in a meaningful, concise and compelling manner. Your Portfolio Management function is succeeding when your stakeholders value the advice they receive and have the right information at the right time to make the right call.

THE SOLUTION

HOW TO PUT IN PLACE EFFECTIVE PORTFOLIO ARTICULATION

Portfolio Management touches many stakeholders at different levels in the organisation. I will facilitate a structured process to engage the right people in your organisation and help you develop a practical and manageable communications strategy for your portfolio through the following steps:

- **Identify** I will engage those who rely on portfolio information to drive organisational change.
- **Diagnose** I will review current communications to identify gaps, overlap and over servicing.
- **Distil** I will help you develop a practical, consistent and focused communications strategy.
- **Deliver** I can help your team develop standard templates to enable implementation.

THE OUTCOME

WHY EFFECTIVE PORTFOLIO ARTICULATION IS INVALUABLE

Effective communication is a key determinant of the success of your portfolio management function. At the end of a Portfolio Articulation engagement you will have the strategy and tools you require to provide the right information to the right people at the right time without running your Portfolio Management function into the ground. This will enable the following benefits you need to succeed:

- **Engagement** Stakeholders will value the portfolio function and engage in portfolio processes.
- **Trusted Advice** Portfolio advice based on reliable, consistent and meaningful information.
- **Focus** You can spend less time reporting for the sake of it and focus on what matters.