

Strategic Technology and Innovation Management Programme

Capturing value through Enrichments and Headstarts

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Value creation for companies involved in R&D and service delivery presents many challenges. In addition the challenges become more difficult if a wider view of value is adopted; for example one which includes implicit values such as staff retention or competency. This project investigates methods to help companies capture this value.

Aims

- Identifying methods of quantifying Headstarts and Enrichments that are practical.
- Identifying how these methods can be used at both project and portfolio level.
- Investigating how this value could be communicated to higher management

Steps to reach aims and measure value

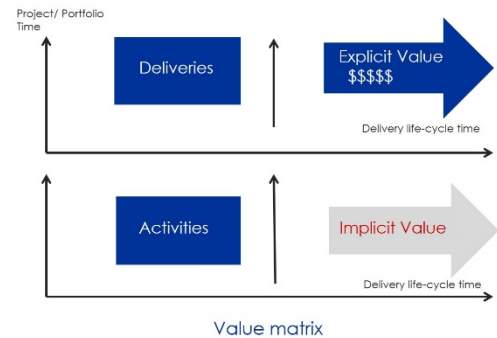
- Collect data on methods currently used to capture implicit value
- Map the data to Headstarts and Enrichments
- Trial methods of quantification
- Investigate how this helps communicate value.

Progress

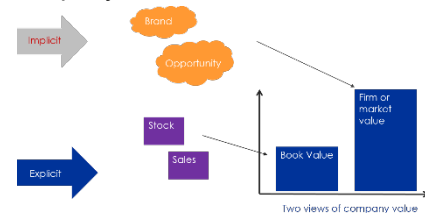
Ways in which companies identify value have been collected and summarised, together with the ways in which companies monitor project progress. Categories of implicit values have been identified together with criteria which can be used to quantify them.

Half day workshops were undertaken with 4 STIM and 1 non-STIM companies and two research sessions were undertaken to test findings in the wider context.

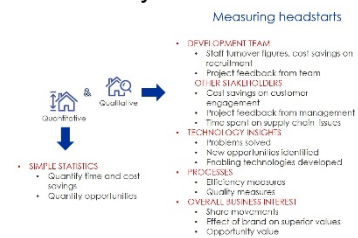
Deliverables



The value matrix is intended to help companies differentiate explicit and implicit values over the life-time of the asset. Potential assets are identified and tracked over a portfolio of activity and throughout the delivery life-cycle. Once identified they can be categorised and quantified. The key to communicating value is finding measures which have meaning to the company.



Headline figures from company accounts can be used, but granularity can also be achieved through more detailed analysis



Categorising and Communicating value :
How best to categorise and communicate the values identified will be the subject of ongoing research.