Helping partners drive value

By solving a key executive pain point...



PRIORITIZATION!

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Strategic alignment is the #1

for executives - 78% of them rate it as key for PMO resourcing choices

But do they feel that their PMO is listening?





PMI 2025 Global PMO Survey, 1,905 respondents.

The PMO is under huge pressure to deliver value to leadership

60% of new **PMOs close within 3 years**—largely because they fail to demonstrate direct impact on organizational goals.

68% of stakeholders see their PMO as **overly bureaucratic.** The old "process police" label.

70% of PMOs lack a formal process to **prove their value to leadership.** This can hurt when cuts are on the agenda.

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Sources: Gartner PMO Governance Research; Forrester Research; The PMO Squad PMO Research Report (2024)



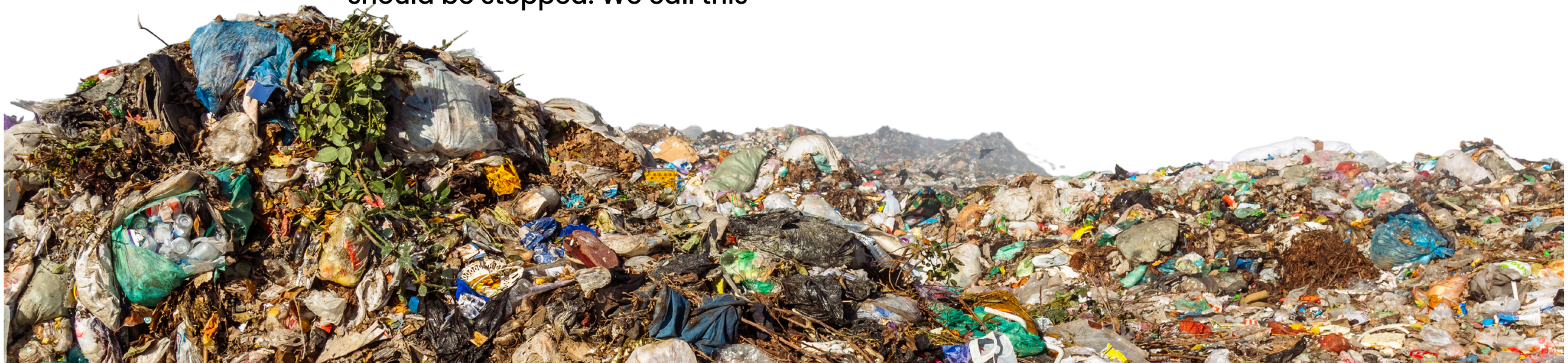
Poor prioritization is a problem for PMOs

According to the PMI

20%

of projects are so badly aligned with business goals that they should be stopped. We call this

waste



The usual suspects are to blame...



Too narrow

Overly simplistic

Exposed to politics

Undermined by bias

Hard to scale

Almost certainly been tried

Almost certainly failed

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… and this is not a victimless crime

77%

of Project Professionals say they lack sufficient resources to meet project demand.

What we do today simply isn't fair on our people.

1. KeyedIn, PMO Outlook Report 2023: 77% lacked sufficient resources to meet project demand.

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Weak prioritization also destroys delivery speed

This is the right way to deliver with prioritization

1
Priorities
Clear strategic priorities set the direction

→

2
Project sequencing
Projects ordered based on value

→

3
Smaller WIP portfolio, more focus
Work in progress kept within capacity, team stay focused

→

4
Less contention, fewer bottlenecks
Fewer resource clashes -> less queueing, less WIP → more focus

→

5
Faster project completion
Projects finish sooner, value lands, next project begins

...and this is what happens without it

"yes" to everything → *Lots of kicks off & time spent planning, expectations rise...* → *People multi-task, making them less focused, and less efficient* → *In-demand resource cannot support everyone, wait times build at bottlenecks* → *Dates slip*
Money lost waiting
Frustrated stakeholders
Burnt-out teams

that's why with prioritization your portfolio can deliver
more projects from the same capacity

+30%

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Adler et al., Harvard Business Review: Cutting active projects from 32 to 22 increased completions by 30%.

Experienced leaders in our sector are all saying the same thing – PMO's have to focus on value









[More webinars are available on our website]

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Let’s review the evidence of why PMOs need to invest in prioritization

- **Executives demand stronger strategic alignment** — yet 20% of projects still fail to deliver against strategy, taking resource and focus away from their goals.

- **Project teams are overloaded** — giving them more work will make them slower: *“just do it all”* does not work, creating self-inflicted crises that destroy value.

- **PMOs are increasingly expected to have answers** — when they cannot demonstrate value, organisations can be ruthless. Templates and process are not enough.

- **Existing approaches have failed** — which is why leading thought leaders are moving to value-led delivery as capability every PMO needs.

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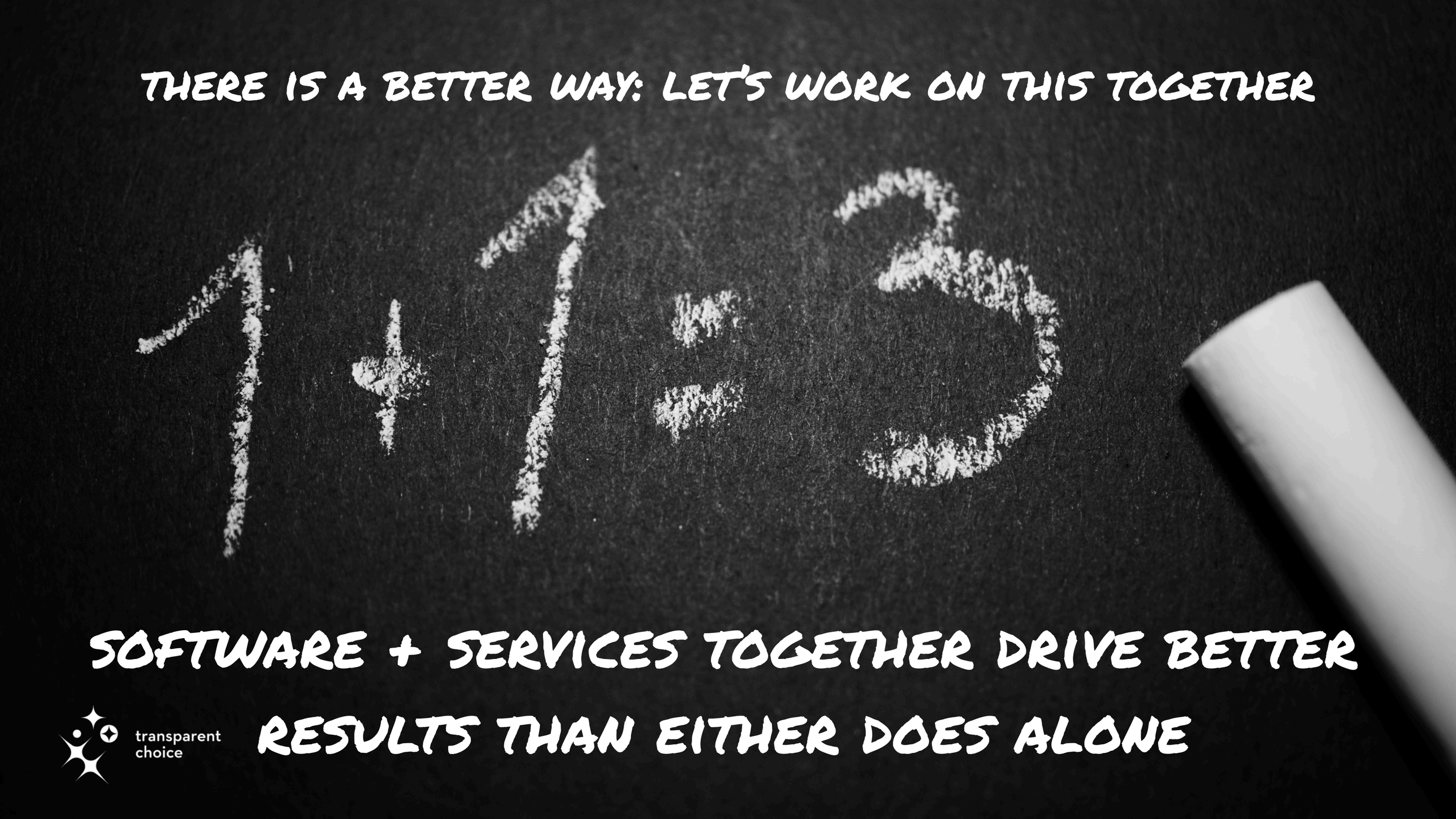
THERE IS A BETTER WAY: LET'S WORK ON THIS TOGETHER



SOFTWARE + SERVICES TOGETHER DRIVE BETTER RESULTS THAN EITHER DOES ALONE

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What is Prioritization?

prioritization /ˌpraɪˌɔːr.ɪ.təˈzeɪ.ʃən/

Prioritization is the systematic process of evaluating tasks, goals, or problems and arranging them in order of their relative importance or urgency so that the most critical items are addressed first.

Core Aspects

- **Order of Importance:** Ranking tasks by deadlines, impact, and consequences.
- **Resource Allocation:** Distributing limited time, money, and focus to what matters most.
- **Actionable Levels:** Grouping work into critical, important, and deferrable tiers.

Key Benefits

- **Increased Efficiency:** Focuses effort where it yields the highest return.
- **Reduced Stress:** Turns massive to-do lists into clear, sequential plans.
- **Better Decision-Making:** Provides a clear rationale for competing demands.

This is something every organisation needs to be good at, and it’s more than just ranking

Prioritization

›ranking

Our formula is built on common sense, decision science, data and experience of what works:

$$\textit{Prioritization}$$

$$V + C + B$$

V = Value
C = Constraints
B = Buy-In

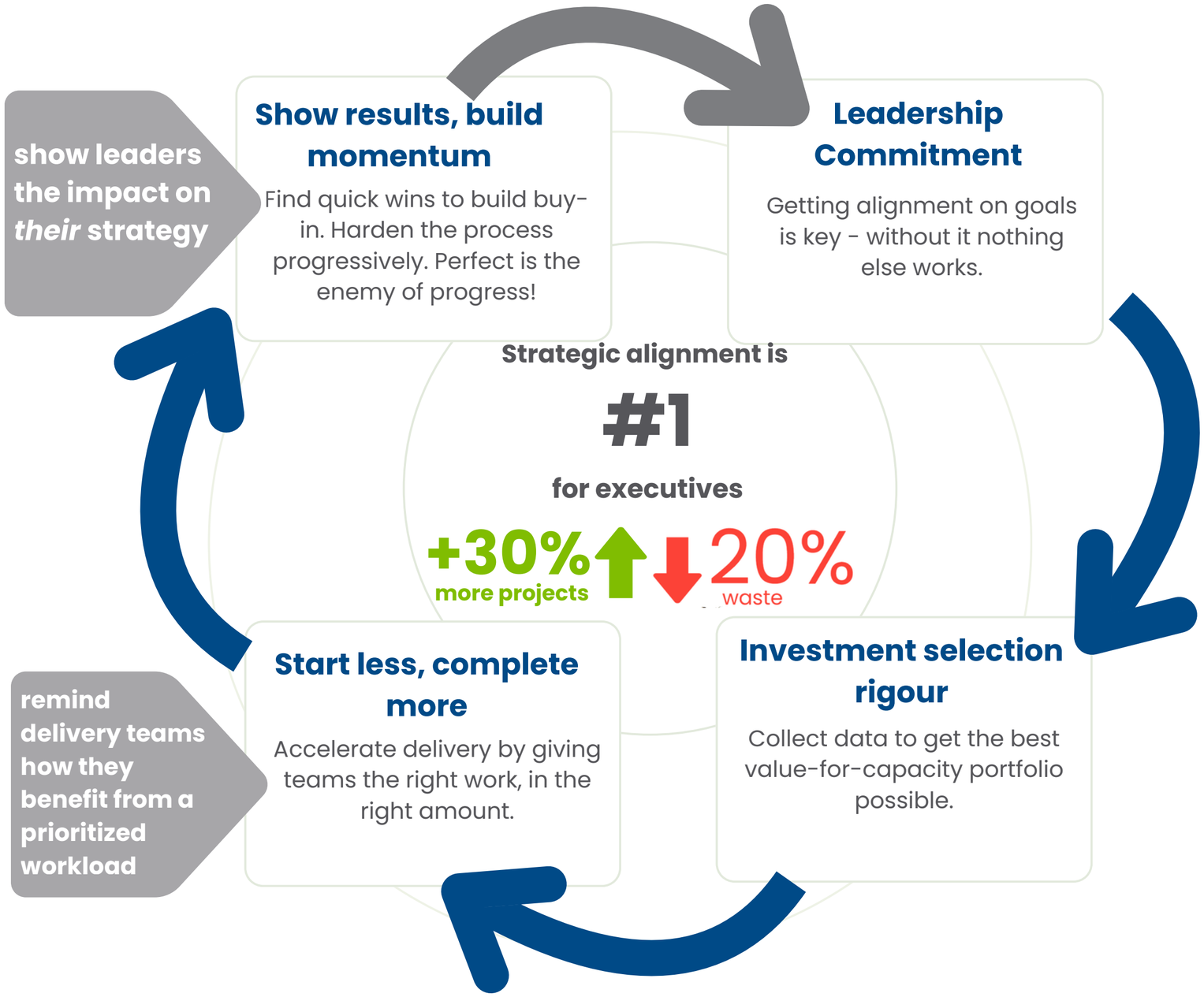
Value must be defined and quantified with Decision Science.

Constraints are the reason we can't do everything. Build them into exec-ready scenarios.

Buy-In matters. Delivery teams need to see the value of a new process and execs need to trust the data.



Prioritization is a virtuous circle powered by buy-in



KEY MESSAGE

If what you do today isn't working then it's time to try something else

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Prioritization is a capability not a process

Strategic Planning

"The essence of strategy is choosing what not to do" - Michael Porter

Portfolio Management

From Triage to Benefits → build insight-powered governance that sits above individual projects with a focus on value and transparency.

Capital Investment Planning

Capital is limited, directors' ambitions to spend it rarely are → prioritization is figuring out whose plans work best for the CEO.



PRIORITIZATION

R&D Pipelines

A structured review process is key to building a smart selection funnel, especially when R&D, Finance & PMO are joined up.

Backlog Intake

Without a data-led process the Loudest Voice will jump the line, irrespective of what is best for the organisation.

Key Decision Making

The best location, the best engineering solution or the best vendor: all decisions which derail projects if made poorly or slowly.

KEY MESSAGE

Prioritization is a capability that PMOs, Strategists and CFOs all need, in order to play their role in connecting strategy to execution.

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TransparentChoice enables prioritization through bespoke features

Ideation & Stage Gates

Take control of messy data and weak triage with intake forms & Kanban to build a database of AI-ready knowledge.

Define "Value" with Criteria

START HERE

For complex portfolios, Decision Science is only way to do this *right.*

Business Case Builder

Forecasting is hard, but it's better than blindly planning without data. Build capability with templates and support.

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(and repeat)

AI Powered Roadmap

Decide what to start first to maximize flow, building around your most bottlenecked resource.

Cost Benefits Analysis

Use Cost (people & money) vs. Benefits (performance vs. criteria) to model affordability and rank projects.

What-If Scenarios

Make trade-offs using data, then loop in directors' KPIs to hold them to account for projected benefits.

KEY MESSAGES

- Can you do this in a spreadsheet?
- Why waste time re-inventing this wheel?
- Success comes from connecting these steps

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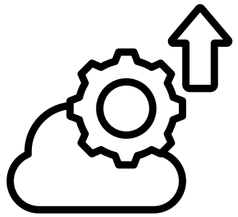
“Win-Win-Win” for partners, clients, and TransparentChoice

Deployment Options



Cloud
Access via secure Azure hosted service, with geographical options available.

On-Premises
Host the software behind your own firewall for high security clients requiring absolute control of all data.

Subscription Type

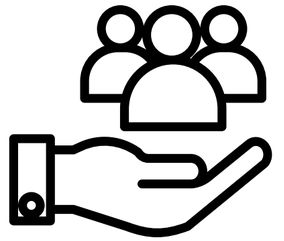


Annual Subscription
Annual subscription fee linked to the portfolio value, typically $5k-100k p.a.

One-off Access
Available exclusively via partners, pay one-off fee for time-bound access.

White Label
Partner subscribes, then sells directly to clients independently

Service Model



Full Delivery Support
Provide full “do it for me” support to manage deployment.

Advisory Support
Facilitate key workshops and planning decisions as advisor to day-to-day client lead.

Licence Only
Set-up training provided by TransparentChoice, with client owning set-up and delivery in-house.

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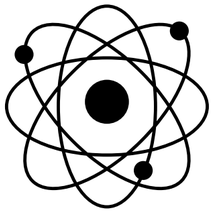
Clients need to research, understand and believe in our approach, and we're here to help that journey

Decision Science

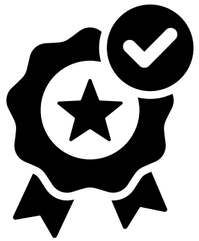


Ultimate Guide
Learn why Prioritization = Value + Constraints + Buy-In, and how Decision Science can unlock that formula.

Building Criteria
Everything starts with quality criteria, which is why we've written an e-book on how it's done.

Prioritize for Value
Get more stats on the value of prioritization, alongside the research that backs it up.

Best Practice Guides

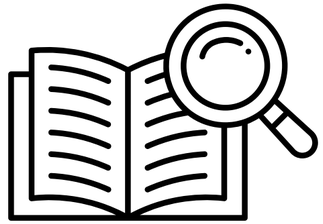


Fixing Prioritization
Step-by-step guide to deployment: from how to build to who to engage.

Benefits Management
Build plans designed to drive value. Read the best practice behind our 5-Star workshop in our guide.

Strategic Alignment
It all starts with the strategy, but that's not where it ends. Learn more here.

Case Studies

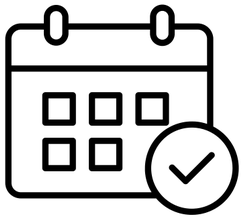


Harbor Foods
PMO at US retailer helps put their PMO at the heart of their business through aligning their backlog to strategy.

APA
US trade body takes control of their annual plan as cornerstone of a new PMO operating model.

Life Sciences Cos.
Multi-national corporation moves strategic planning out of Excel into scaled planning solution.

Book Time



Dan Dures



Stuart Easton



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