

HOW TO WIN WITH DECISION SCIENCE

Project Prioritization Charter

Dan Dures, October 2025



transparent
choice



Purpose of this Charter



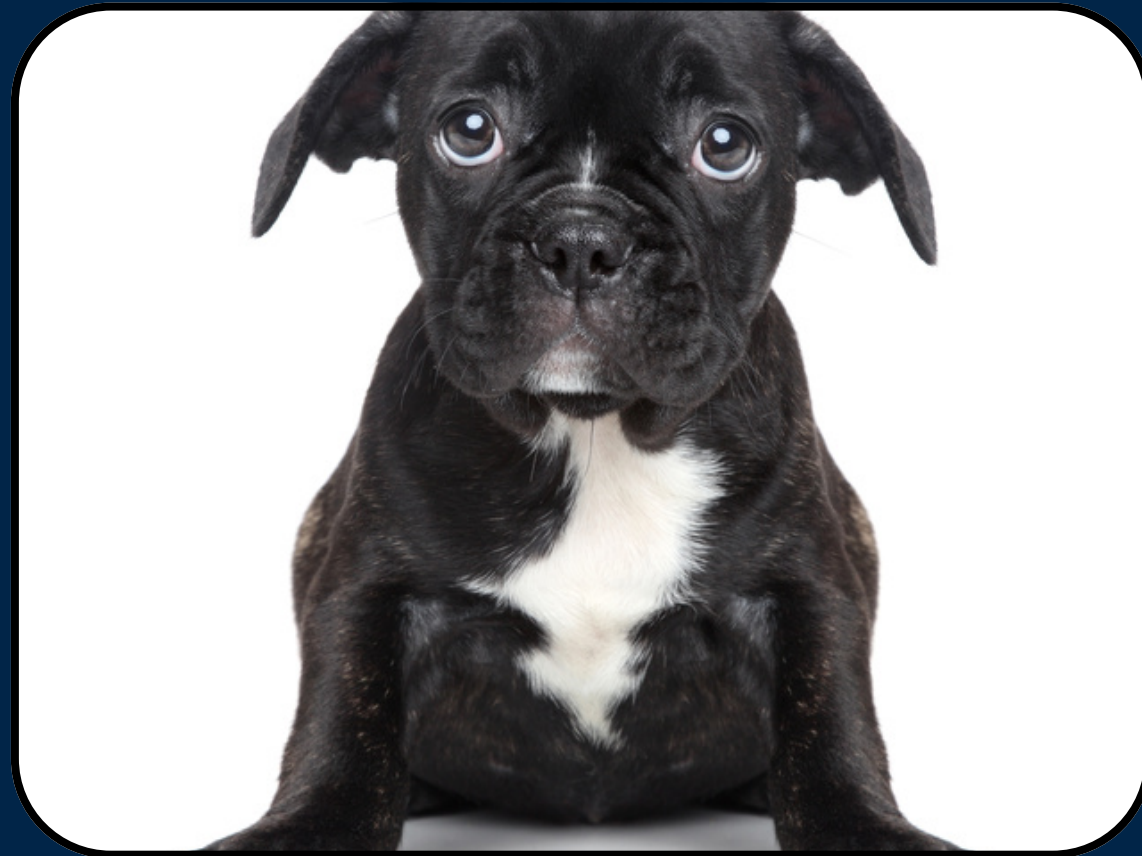
This charter is an outline to step-change how your organization prioritizes its investment choices.

You can call it “project prioritization”, “strategic planning”, “portfolio management” or “transformation” - it doesn’t matter. The point is the same: to align projects to the strategy of the organization.

Use this charter as a focal point for the narrative that unlocks this opportunity. You’ll need collaboration, funding and willingness to change “how things get done round here” but with the right plan and the right sponsorship you will unlock massive potential.

Let’s make the PMO the superhero of this story.

It's time to stop the pain



“Too Many Projects” kills productivity

You can't do all the projects, all at once. It's not efficient, it slows velocity on strategy, it's bad for morale. Conversely, focussed teams produce better outcomes, faster.

Just “figuring it out” hasn't worked so far

The solution must be data-driven, and fair. Today it's probably messy & political. That destroys value – you probably have examples. If you're in an organization with scale, silos & complexity then Post-Its and a magic spreadsheet simply won't cut-it.

Prioritization done properly: The basics



What is Prioritization?

In terms of modelling:

Prioritization = Value + Constraints + Buy-In

In terms of behaviour:

A willingness to say “no” or perhaps “not yet” to lower value work, so that key projects flourish



What's the best way to Prioritize?

Prioritization is where messy data meets subjective judgement to make complex decisions.

That's why you need Decision Science, specifically Analytic Hierarchy Process (AHP). It's probably why your spreadsheet has failed

What you need to succeed: Commitment



Leadership

Show them the opportunity to take control, to deliver ROI and to improve delivery culture.

Have them help shape the charter, fund the ask, mitigate the risks and own the milestones.



PMO

Understand today's pain-points and the role of weak prioritization as an underlying cause.

Ask for time & support to manage the delivery and funding to invest in tooling. This is too important to be "free" or "side of desk".



Subject Matter Experts

Create a clear "What's In It For Me" (WIIFM) based on today's frustrations.

Ask for their time to participate, open-mindedness to try something new, and commitment to change (for the better).

How to convince Leadership: Show them the money

**20% of
projects are
pure waste**

-PMI data



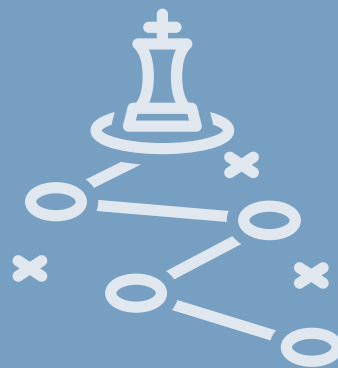
**Projects
aligned to
strategy - 57%
more likely to
succeed**

-PMI data



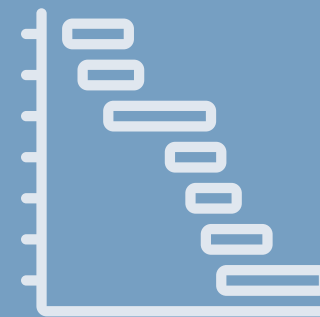
**Organizations
that prioritize
strategically
deliver 40%
more value**

-McKinsey research



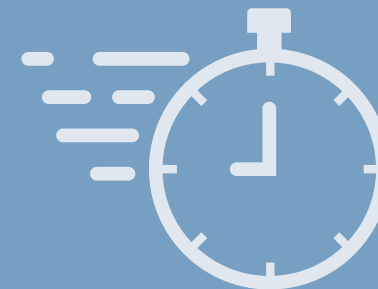
**Improving
project flow
makes
projects 10-
50% cheaper**

- Critical Chain Theory



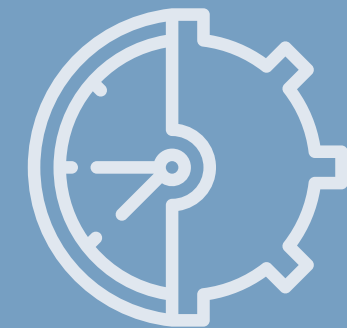
**Reducing WIP
by 50% cuts
lead time by
50%**

-Wolfram Muller



**Multi-tasking
reduces
productivity
by 40%**

- American Psychology
Association



Delivery: 7-step model with AHP

Set project goals for prioritization

- Agreed objectives
- 'Case for Change' investment ask
- Milestones & quick wins
- Measurement vs. baseline

Align leadership to define "value"

- Define portfolio goals
- Agree Must Win Battles
- Build AHP model
- Quantify preferences via Pairwise

Quantify portfolio level constraints

- Time: Planning horizon
- People: Resource available to portfolio
- Money: Budget to allocate to projects
- Risk: Acceptable levels

Acceleration of key projects

- Track enforce KPIs for flow
- Accountability for benefits vs. plan
- Escalate high value risks / blockers
- Release funds by Stage Gates

Define *your* Portfolio strategy

- Enterprise vs. local
- Scope. e.g. BAU & 'shadow' projects
- Portfolio "buckets" -e.g. run vs. grow
- Stage Gating for intake & review

Build quality business cases

- Alignment to value & benefits
- Resource forecasting
- Risk assessment
- Dependencies

Generate scenarios for review

- Cut weak projects
- Stagger start dates with AI
- Re-scope projects ("short & fat")
- Propose bottleneck solutions

Time to get the job done



Fixing prioritization matters, and has the potential to transform your portfolio ROI.

If the PMO is the bridge from strategy to execution, then prioritization is the bi-directional valve that reconciles the benefits leadership need, to the capacity available to do the work.

Plumbing it in is key. Technology can make this connection efficient, but the real magic comes from people, and their willingness to collaborate to drive value.

This is where PMOs thrive – building a plan which turns technology & change management into milestones and measurable benefits. That's why we know you've got this.

Next Steps



Book a demo

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