



La Boîte à Concepts
Securing Innovative Projects:
The 360 Crash Test

Why The 360 Crash Test ?

- ▶ By 2015, 71% of IT projects were in difficulty or in failure according to [CHAOS Report du Standish Group](#).
- ▶ According to its studies, more than 80% of a project extra costs comes from a bad expression of needs.
- ▶ To solve this structural problem, we have developed a preventive audit methodology, the **360 Crash Test**, enabling, in agile mode, to validate consistency and relevance of major key points to reach project success, in a 360° strategic vision of the company and its market.

Led by a multidisciplinary team of Experts, the audit results in:

- ✓ a global picture of innovative project's risks depending on its strategic components scoring,
- ✓ an analytical restitution of our work,
- ✓ validation or recommendations built in collaboration with the client's internal teams.

Innovative Project's Risks Thematic Scoring Using a 360° Strategic Vision of Company's Business Departments

We analyze and challenge your innovative project on several key themes, under the light and creativity of each Business Direction, to achieve a complete mapping of IT, HR, Business, Marketing, Communication and Financial risks:

▶ Needs Reality and its Expression Quality

▶ Disruptive Potential Exploitation of the Project

- ✓ Regarding to the market and company's culture
- ✓ Could we go further by directly serving company's strategy? ?

▶ Quality and Coherence of Human Resources Committed (Internal / External)

- ✓ Project Organizational model and its implementation (preliminary study, production, change management)
- ✓ Decision Makers (PD, PC, ...), Doers (production), Key-users (prescribers, influencers, testers)

▶ Quality and Coherence of Technical Resources Committed (Internal / External)

- ✓ Technological Choices, Products and Services
- ✓ Project Impacts on Company

▶ Expected ROI

- ✓ Budget Optimization
- ✓ Value Added: Planned Revenue / Investment
- ✓ Projected Value: Planned revenues + Expected beneficial effects (regulatory, organizational optimization, human attractiveness and development, internal / external communication, omnichannel traction, ...) / Investment

▶ Membership's Degree

How is our participatory audit conducted?

▶ Pre-Study Phase

- ✓ Plenary meeting to discover the project and its stakeholders / Presentation of our participatory approach
- ✓ Documents Retrieval related to the project, from strategic directions concerned
- ✓ Preliminary study of economic intelligence and foresight from the market and enterprise perspectives (existing / strategy)
- ✓ Interviews of Decision Makers, Doers, Key-Users and Selected or Prospective Partners
- ✓ Disruptive Potential Study
- ✓ Project impact study on the various strategic functions of the company

▶ Assessment and Scoring

- ✓ Built in collaboration with concerned client teams, in agile mode (short but regular exchanges) to ensure end-to-end ownership, field relevance and safe change management
 - Audit of their themes
 - Scoring
 - Validation and / or Recommendations construction

▶ Results Presentation

- ✓ Analytical 360 Crash Test results restitution in plenary meeting
- ✓ Debriefing and Client Validation

Before each of the three main stages, you validate our Mission order, estimating the cost of our intervention (duration / speakers / daily costs). You are free to continue or stop our interventions at the end of each one.

La Boîte à Concepts

Securing Innovative Projects:
The 360 Crash Test

Your Contact

Stéphane BAURBERG
sb@laboiteaconcepts.com
+33-6-19-44-26-08
+33-1-86 95 86 68

10, Rue de Penthièvre
75008 Paris