



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](#) / Over 80% of a project extra costs comes from a bad expression of needs.
- ▶ If innovation methods are very efficient in startups (Design Thinking, Lean Startup, Agile mode ...), their effect is mostly ineffective in Blue Chips, if the approach does not take into account **environmental factors** inherent to them :
 - ✓ Compliance, organizational constraints, internal political contexts, strategic road map requirement, structured management need of a massive projects flow : **WE CAN'T**;
 - ✓ Business lines managers, who wish to impose their solutions : **WE KNOW**;
 - ✓ The desire to appropriate innovation : **WE KEEP**.
- ▶ To overcome this structural problem, we have developed a preventive audit methodology, validating the coherence and relevance of project key points, in a strategic 360° vision of the company and its market, and necessary key levers for its success.

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 Legal, IT, HR, Business, Marketing, Communication and Financial risks:

- ▶ **Needs Reality and its Expression Quality**
- ▶ **Environmental Factors**
- ▶ **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 company strategic functions

▶ Assessment and Scoring

- ✓ Built in collaboration with client teams, in agile mode (short but regular exchanges) to ensure end-to-end ownership, field relevance and safe change management
 - Audit / Scoring / Validation or Recommendations construction
 - Key levers definition for success, which will be implemented by the participants

▶ 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