Action Plan: Evaluating the Feasibility of Investing in Your Innovation Project.

This action plan provides guidance to businesses in the Built Environment and Construction Technology sector. It addresses challenges expressed by both such as resistance to change, uncertainties around ROI, project disruptions, as well as integration and deployment issues.

Moreover, it serves as a persuasive tool for leadership teams by highlighting two essential steps:

**1. Problem Clarification:**

Before exploring solutions and costs, it is crucial to understand the problem's impact on project teams and the business. Identify and quantify the scale of the problem, process gaps, and whether the solution is process-driven or a technological deficiency.

**2. Collaborative Effort to Reduce Resistance:**

Involve those directly affected in decision-making, and collaborate across departments to gather insights and relevant data. This ensures a comprehensive understanding of the problem and effective solution development.

**Innovation Investment Assessment: [*solve a specified problem*] to [*what outcome do you want to achieve*] using [*solution proposed*]**

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| **Problem Background / current state** |
| *Present an overview of the challenges faced.**Root Cause of problem:*● *Unpack the reasons behind the identified problems.*● *Optional: If relevant, summarize past attempts to address the identified challenges, and it’s results (this is part of assessing how big the problem is, highlighting that despite these previous attempts, this may have resulted in only incremental changes, and that this isn’t the first time that attempts have been made to address the issue. This also addresses the changes that have already been experienced by the staff).* |
| **Why should we make a change?** |
| *Connect this problem and its root causes to the impact on teams and business.**Impact on Team:*● *Quantify the impact on teams, including how long tasks currently take, and delays and what all of these cost. Also, highlight how these issues affect team morale and productivity.*● *How many / what percentage of staff is affected by this*● *Provide specific numbers related to the cost of project delays**Impact on Business:*● *Relate the above to how it impacts the business as a whole including potential revenue loss, loss of business and reputation, and how it affects the bottom line for the business.*● *Establish the urgency of addressing these business impacts.**Keys trends, future challenges and opportunities:*● *Specify challenges both present and in the future that will exacerbate the problem that you are presenting, e.g. more people leaving the industry than entering the industry, therefore increasing the talent shortage.*● *Also relate this back to your competitors. E.g. has your competitor’s profit or market share increased due to digitizing? if so specify and quantify.* |

**Next Steps**

Having identified the problem and its scope, we at Ascend PM and Solutions are here to support you in navigating the next steps. Together, we can assess the available viable options, select the best fit for your team and business, and devise an implementation plan that factors in project resources, risks, costs, scalability, and ROI.

To kickstart this collaborative process, book a 30-minute call with us using the link below. Let's work together to ensure the success of your project.

https://meetings.hubspot.com/maria-mustapha