



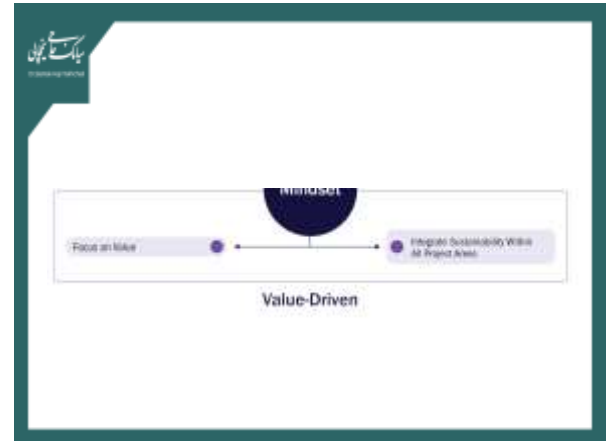
پاکستان

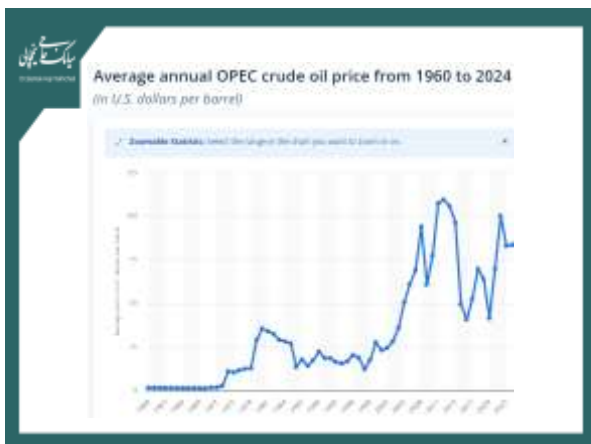
## رهنمود جامع الن

### دکتر سیامک حاجی یخچالی

عضو هیئت علمی دانشکده فنی دانشگاه تهران

[www.DrHajiyakhchali.com](http://www.DrHajiyakhchali.com)





پاکستان  
Engineering Council

**Continually evaluate and adjust project alignment to business objectives and intended benefits and value.**

پاکستان  
Engineering Council

**Focus on Value**

Continually evaluate and adjust project alignment to business objectives and intended benefits and value.

- ▶ Value per unit of investment is the ultimate indicator of project success.
- ▶ Value can be realized throughout the project, at the end of the project, or following project completion.
- ▶ Value, and the benefits that contribute to it, can be defined in quantitative and/or qualitative terms.
- ▶ Project teams focus on outcomes that maximize value creation and meet or exceed target business objectives.
- ▶ Project teams evaluate progress and adapt to maximize the expected value.

Figure 3-3. Focus on Value

پاکستان  
Engineering Council

**3.4.2 Principle in Action**

To provide an example of the focus on value principle in action, consider a company that is undertaking a project to roll out a new information technology system. A conventional approach might focus on choosing a product with the most features for the price and then customizing it to meet all of the requested stakeholder requirements. In contrast, a value-focused approach aligns the project with business outcomes like maximizing usage and adoption. A deeper look might reveal a fast-paced organizational culture that values simplicity of experience over complexity of features. By reducing features and customizations, the more simplified solution might better match the culture, and thus increase overall usage and satisfaction.

پاکستان  
Engineering Council

- ▶ Value per unit of investment is the ultimate indicator of project success.
- ▶ Value can be realized throughout the project, at the end of the project, or following project completion.
- ▶ Value, and the benefits that contribute to it, can be defined in quantitative and/or qualitative terms.
- ▶ Project teams focus on outcomes that maximize value creation and meet or exceed target business objectives.
- ▶ Project teams evaluate progress and adapt to maximize the expected value.

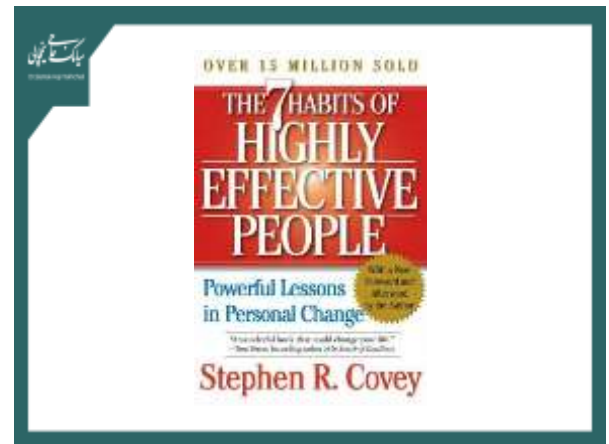
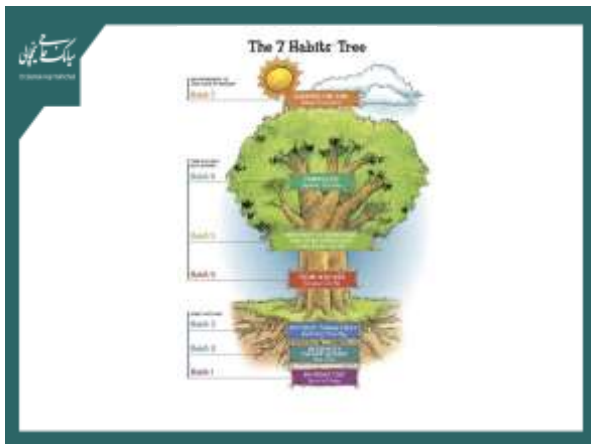
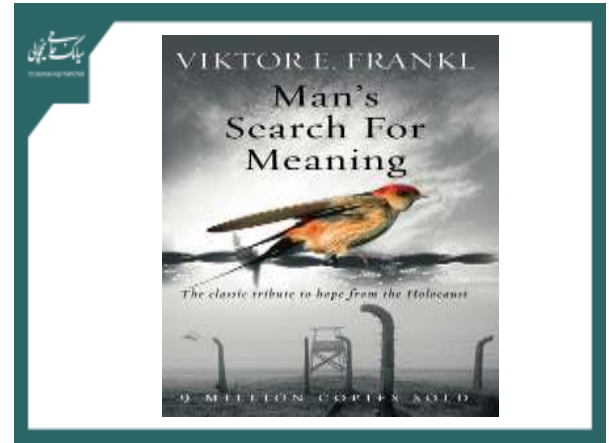
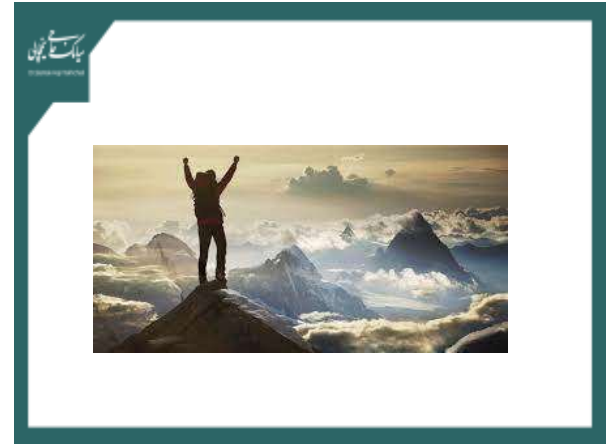
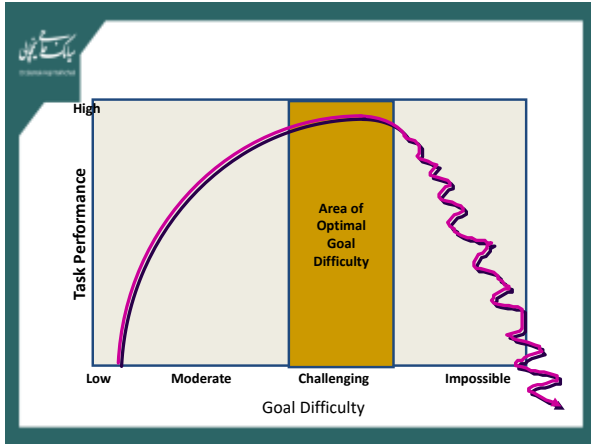
پاکستان  
Engineering Council

Doing Work Right

Doing The Right work

پاکستان  
Engineering Council

شناسنامه پروژه





پاکستان یحیی

**HABIT 3**

**HABIT TWO**  
**Begin With the End In Mind**  
**Develop a Mission Statement**

Put First Things First

پاکستان یحیی

پاکستان یحیی  
Dr. Hajj Yakhchali

in @ DrHajiYakhchali

DrHajiYakhchali.com

Yakhchali@yahoo.com

۹۱۲ - ۳۴۰ ۷۵۴۷