



An Introduction to Value Assurance: A Guide to Driving Effective Programs, Projects, Products, Services and Systems (Paperback)

By MR Martyn R Phillips

Createspace Independent Publishing Platform, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Here is an easy-to-read and brief, yet very informative, guide to improving performance and outcomes for executives and senior managers. Value Assurance (VA) is an overarching, business and functional performance improvement process. It is particularly effective for guiding business change initiatives, such as new systems to increase performance, as well as complex capital endeavors that will bring about significant or rapid change. So often, many programs and major projects (including products, systems and services) have failed to produce their expected performance. This can be due to a combination of ill-defined expectations, flawed planning and absence of appropriate controls, along with shifting managerial direction and waning stakeholder support. Despite a whole array of available management processes, tools and techniques, there is a general need for better coordination of the use of the various, accepted approaches to program, project, risk and value management. VA is a navigational and decision-enabling aid that establishes strategic direction and optimizes use of corporate resources as well as maximizing performance gains, shareholder returns and wider stakeholder satisfaction. It ensures balanced solutions and is applicable to both hard and soft...



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