



transparent  
choice

# 3 reasons TO ALIGN PROJECTS WITH STRATEGY

# 57%

Projects that are aligned to strategy are 57% more likely to achieve their stated business goals.

Investing in picking the right projects, therefore, is a really quick way to add more business value.

# 50%

Projects that are aligned with strategy are 50% more likely to finish on time. This is not just about the PMO's score-card looking good. Delaying the business benefit represents a real cost to the business.

Prioritizing and selecting projects that are aligned with strategy is, however, trickier than it seems. In fact, the decision-science-based method used by TransparentChoice is one of only two methods that have been academically shown to be valid.

Project prioritization is not just about budgeting. It's about project success rates. It's about saving money. It's about business impact.

So, how do **you** prioritize your projects? Is **your** portfolio really aligned with strategy?

# 45%

Projects that are aligned to strategy are 45% more likely to be completed within budget.

Picking the right projects is, therefore, an exercise in direct cost reduction... let's go tell the CFO!