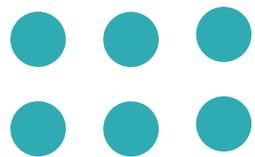




Project Evaluation

- **Presented by Jo Tomlinson**
- Owner and MD of Business Works UK
- Certified Quickbooks Trainer
- Certified Profit Improvement Coach



Jo Tomlinson BA(hons) ACMA

MD Business Works UK LTD

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After 20 years in Industry analysing company data to support commercial business decisions, I founded Business Works with a vision to offer real-world solutions to businesses.

We have grown into a trusted partner for companies seeking a better understanding of their numbers, great customer service, and business growth.

With a team of 12, we are large enough to provide all the finance support SME business owners need, plus the value-added services that help them to flourish and grow.

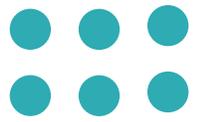


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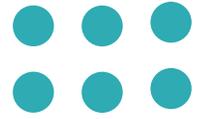
Output metrics & Data

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Risks

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Post project evaluation

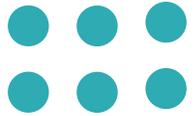


What is a Project?



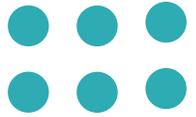
A goal-oriented initiative

Not a day to day activity



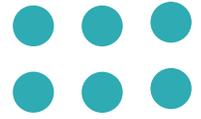
What is a Project?

- Developing a website
- Implementing new software
- Organisational restructuring
- Cost reduction initiatives
- A product launch or rebrand
- A social media campaign
- An office move
- Outsourcing
- Recruitment



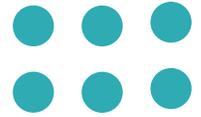
What does a project look like?

- It would have specific outputs or outcomes – the goal
- It would have a start and end date
- It would involve a number of resources



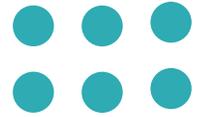
Framework - Structure

- Depends on:
 - Size
 - Scope
 - Importance



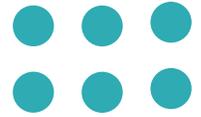
Framework - Structure

- Prince 2 – Projects in Controlled Environments
 - Organise
 - Manage
 - Control
 - Complete projects efficiently



Framework - Structure

- Prince 2 – Projects in Controlled Environments
 - To justify the project with a clear, valid business case/justification
 - To learn from experience (either yours or someone else's)
 - To clearly define all roles and responsibilities, so that nothing is missed
 - To manage the project by stages, smaller chunks of work that are more manageable
 - To focus on delivering the defined outputs, originally laid out



Framework - Structure

- Agile
 - Do work in short cycles – iterations
 - Review and modify regularly
 - Quick early wins

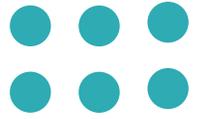
- Watch out for scope creep



Elements of a Project

Objectives/Scope

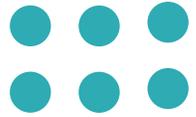
- What do we want to achieve
- Define the goals/deliverables
- Define the success criteria
- Align with business strategy



Elements of a Project

Timeline

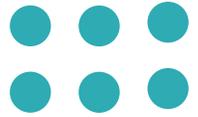
- Start date
- End date
- Key milestones



Elements of a Project

Budget

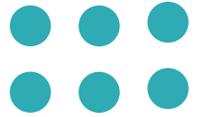
- Overall spend
- Impact on cash flow
- Breakdown of the spend
- Other resource requirements (people who are overheads, or meeting rooms and other space requirements, or other resources tied up)



Elements of a Project

Budget

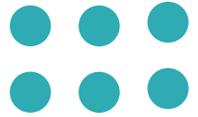
- May need a forecast or reforecast including a cash flow projection



Elements of a Project

People

- Do you have the correct resources in house?
- Availability
- Cost
- Buy in



Elements of a Project

Performance and Output Metrics

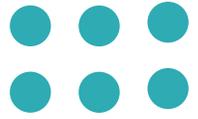
- Sales
- Margin
- Other KPI
- Payback



Elements of a Project

Risks

- Identify
- Quantify
- Mitigation



Elements of a Project

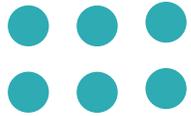
Data

- Collect the relevant data



Post Project Evaluation

What can we learn



Resources



1. MTD
2. Accessing Capital for Growth
3. Forecasting
4. How much is your business worth
5. Selling some or all of your shares
6. Shared Business Ownership
7. Profitability
8. Project Evaluation
9. Directors Loans v Dividends
10. Cash flow v Profit
11. Risk and Resilience

Thank

You



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