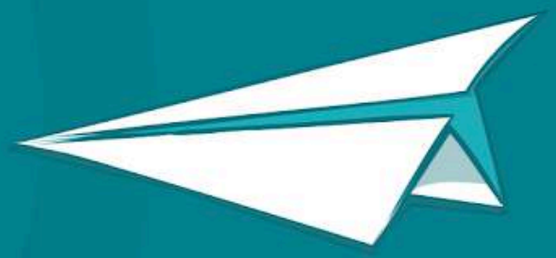
IIBA® Ottawa-Outaouais Chapter



OUTCOMES OVER OUTPUTS...

OUTCOME DELIVERY

www.outcomedelivery.com

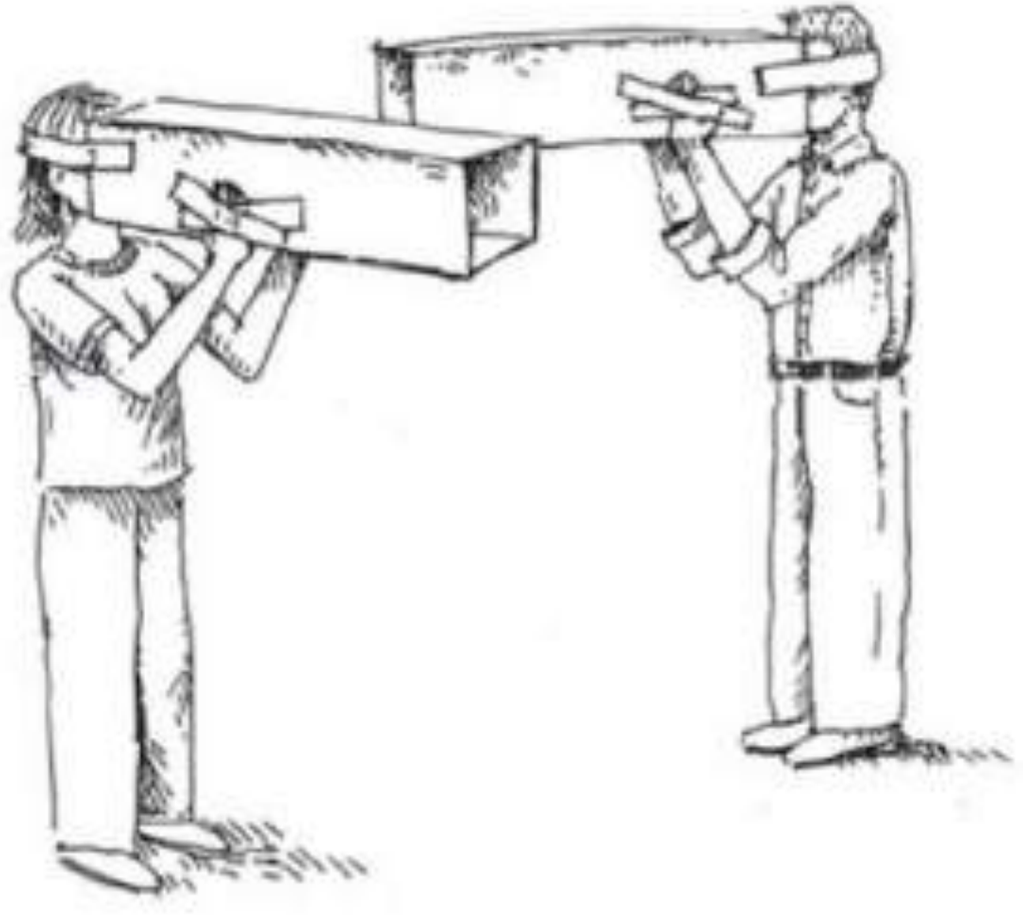
Michael Lachapelle
Business Model Fulcrum

So…… What is the problem?

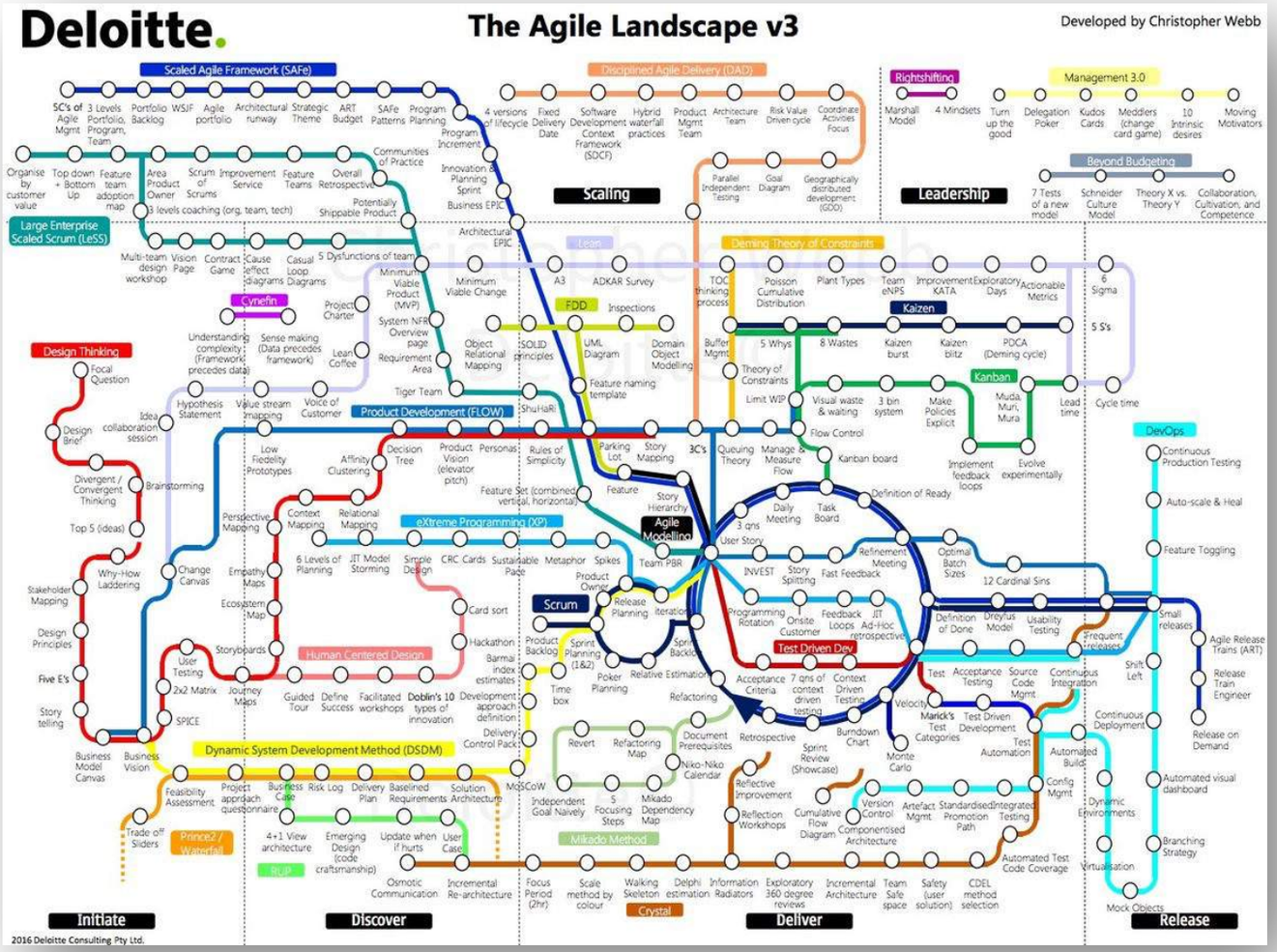
MORE PRODUCTS COMING SOON!!!

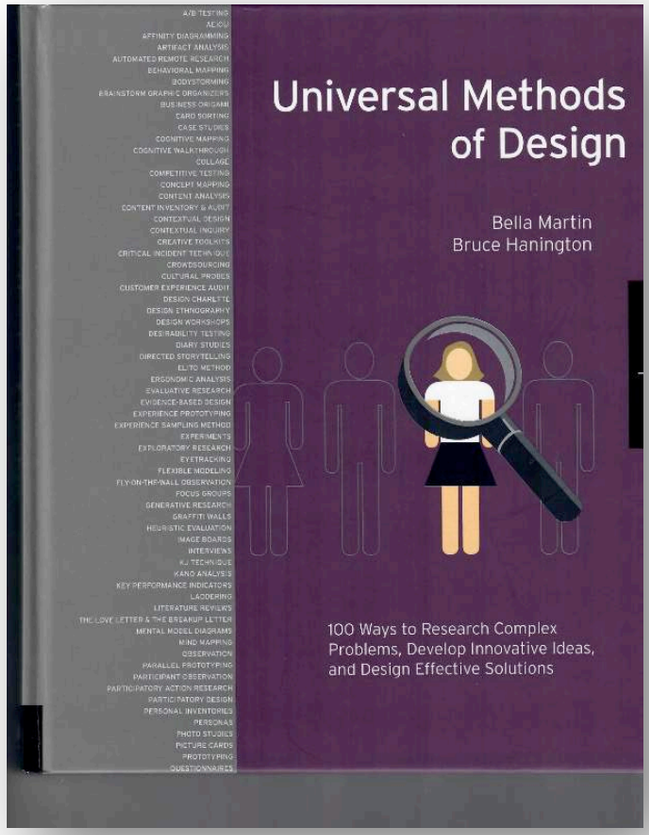
Feature Fixation

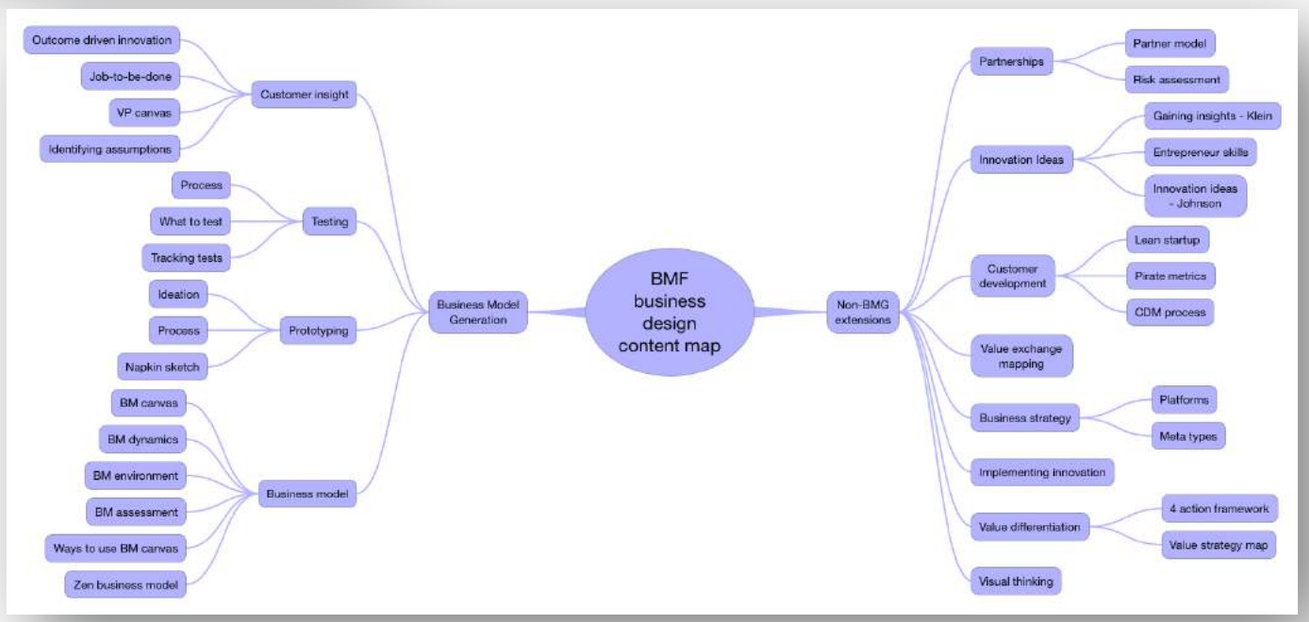
More Features

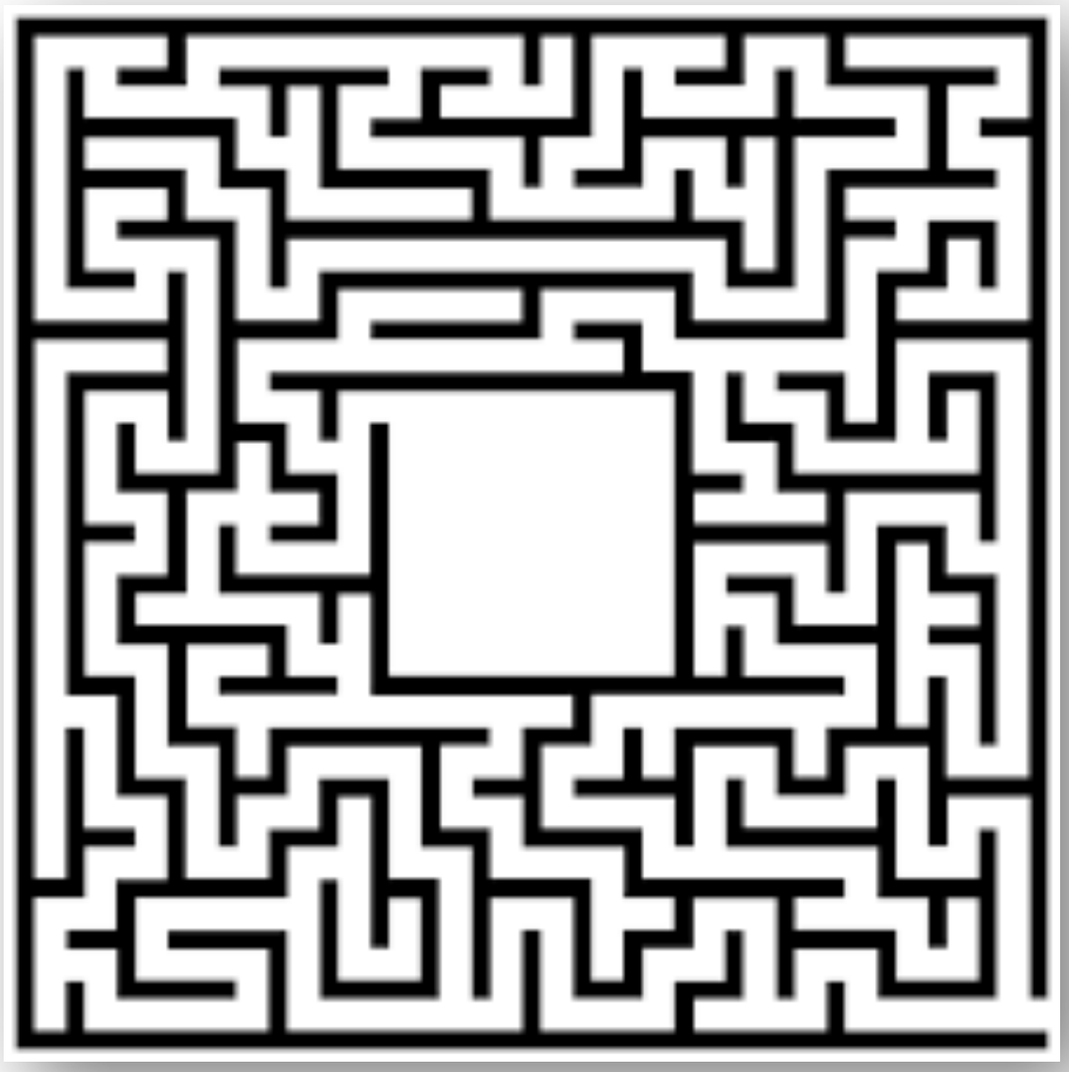


Practices and Techniques







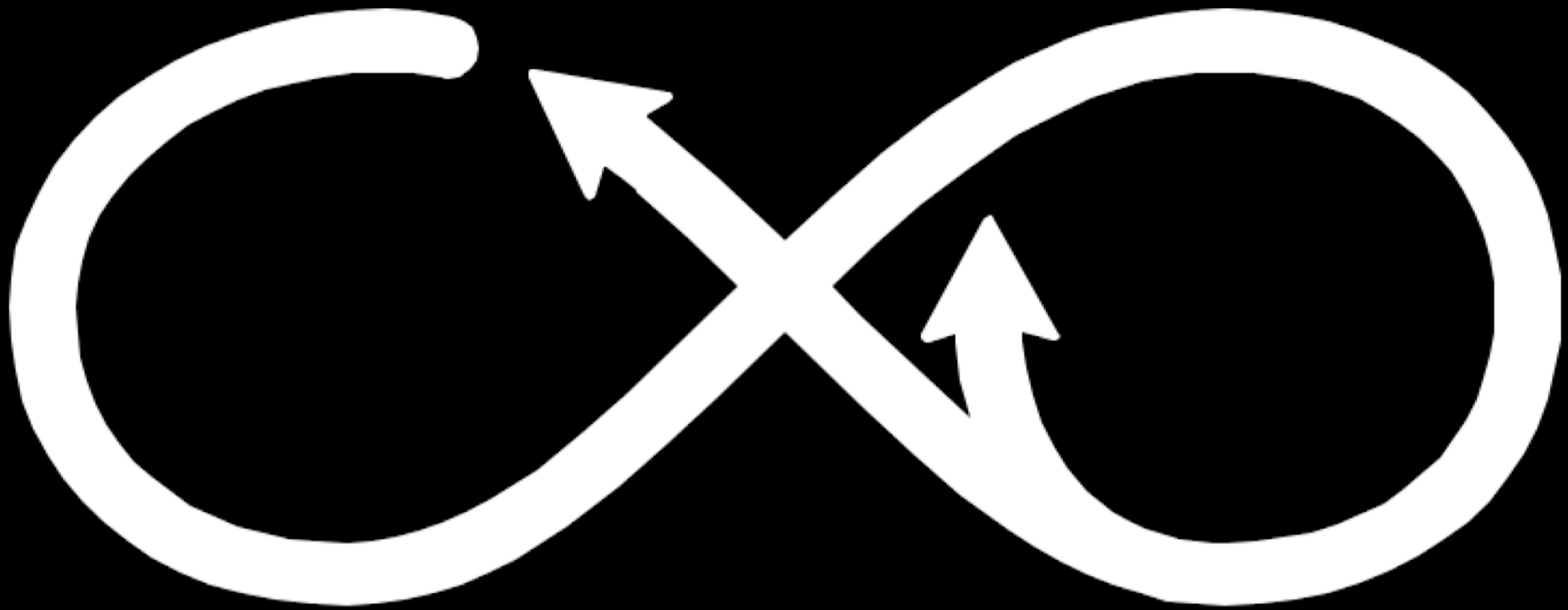


No clear repeatable end-to-end path from idea to delivery

OUR DESIGN CHALLENGE

HOW MIGHT WE…. Help teams be better at consistently delivering outcomes that matter to both the business and the customers by providing a structured approach without imposing a standard or methodology.

MOBIUS LOOP

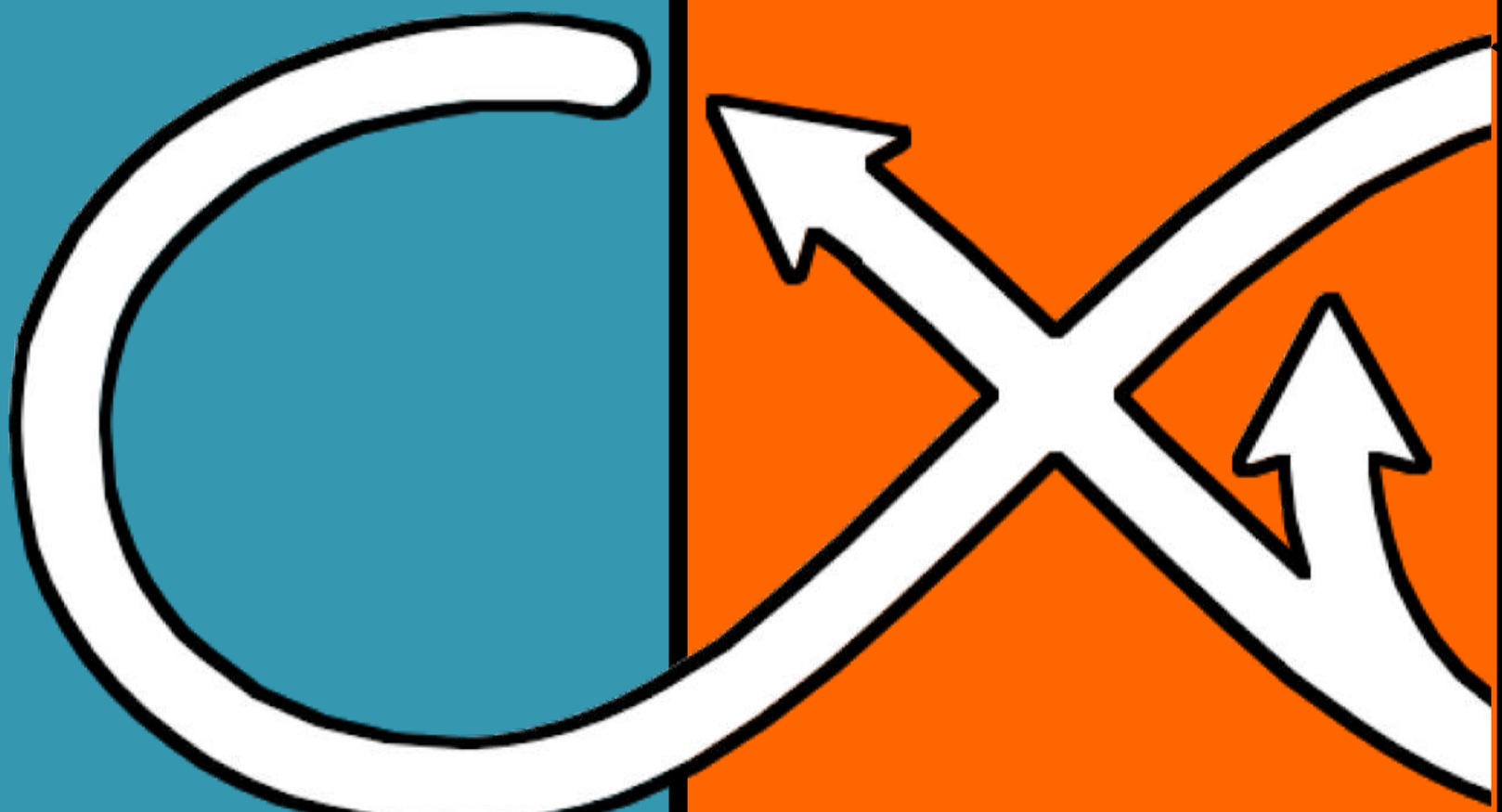


DISCOVERY LOOP

why

DISCOVERY LOOP

OPTIONS PIVOT



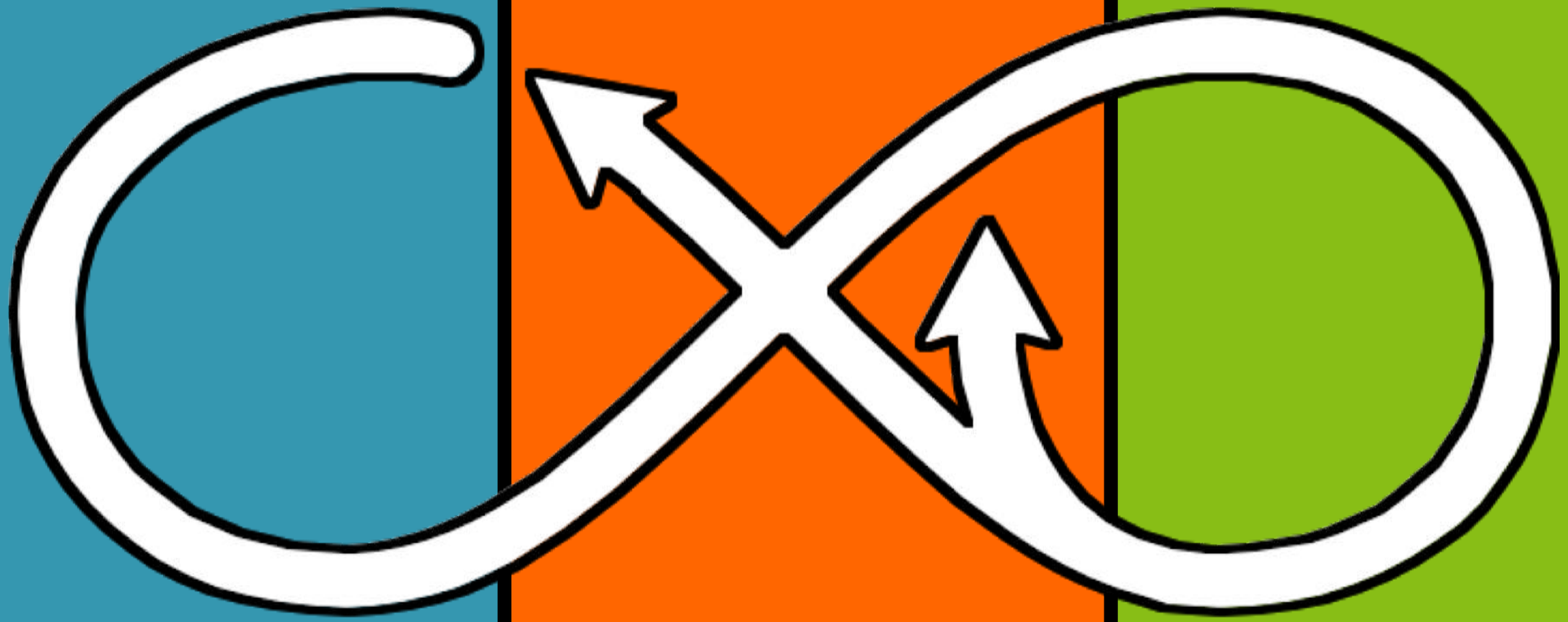
why

how

DISCOVERY LOOP

OPTIONS PIVOT

DELIVERY LOOP



why

how

what

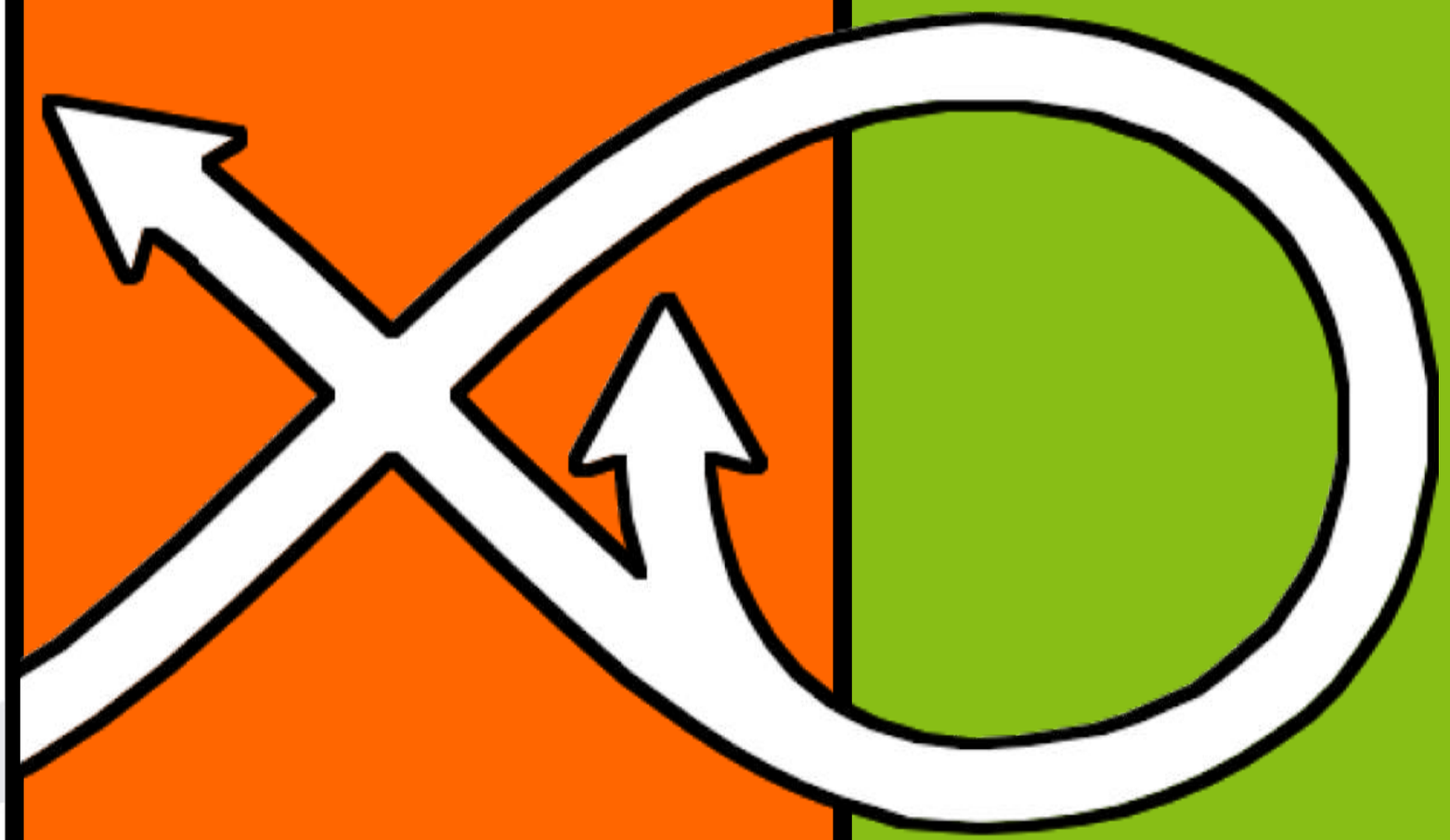
WHY & WHO

What is the problem to solve or idea to pursue?
Who are the target customers and what do they need?

?

OPTIONS PIVOT

DELIVERY LOOP



WHY & WHO

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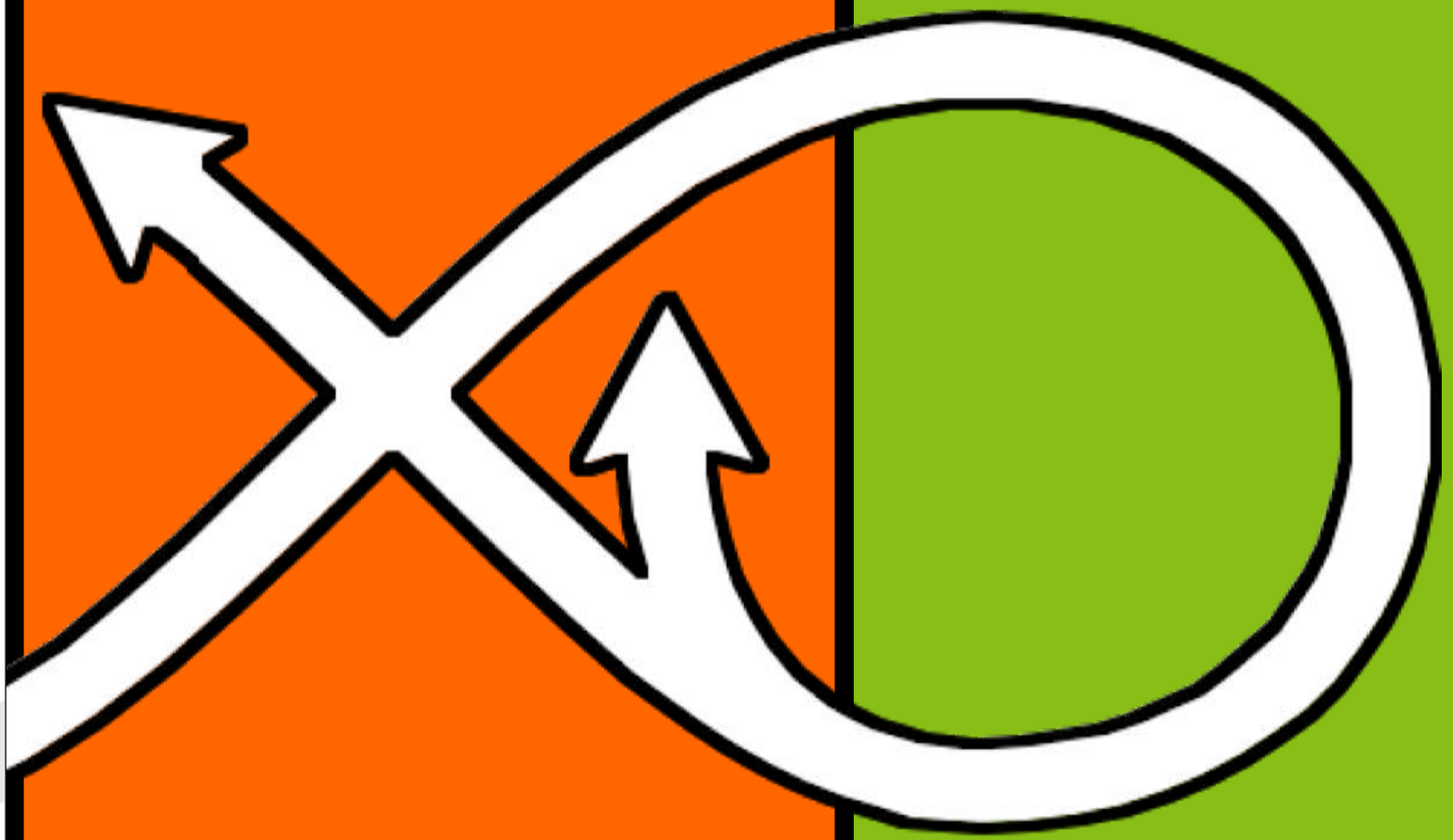
OUTCOMES

How will we measure the customer and business needs?

OPTIONS
PIVOT

DELIVERY
LOOP



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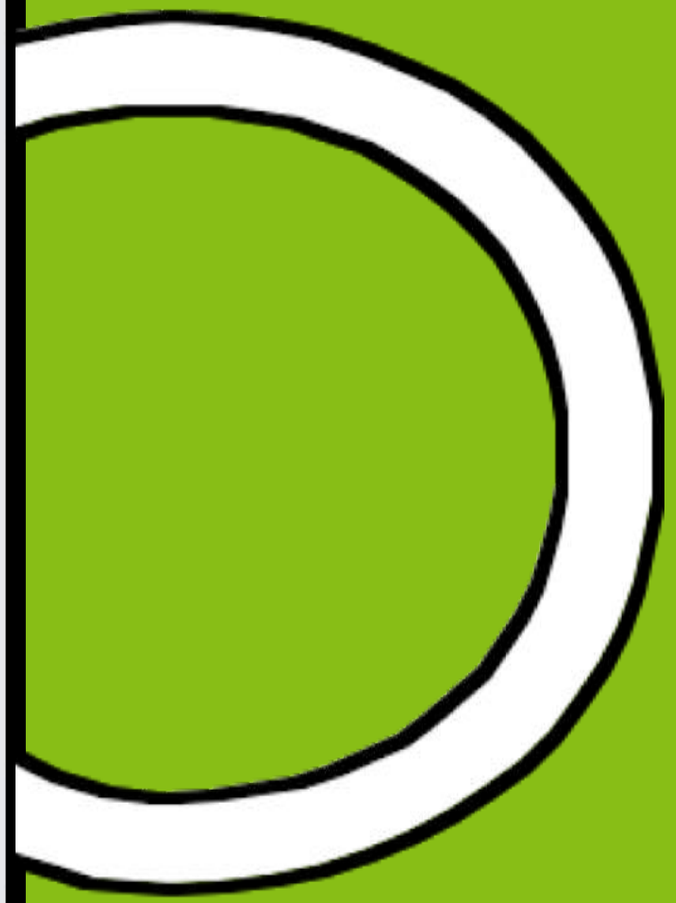
DELIVERY LOOP



WHY & WHO

What is the problem to solve or idea to pursue?
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OPTIONS

How will we deliver the outcomes?

DELIVER

Run experiments and deliver to customers

OUTCOMES

How will we measure the customer and business needs?

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MEASURE & LEARN

Measure the impact and learn what we should do next

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AGILE

WHY & WHO

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EMPATHIZE

DEFINE

OUTCOMES

How will we measure the customer and business needs?

OPTIONS

How will we deliver the outcomes?

IDEATE

DELIVER

Run experiments and deliver to customers

PROTOTYPE

TEST

MEASURE & LEARN

Measure the impact and learn what we should do next

STANFORD DESIGN

WHY & WHO

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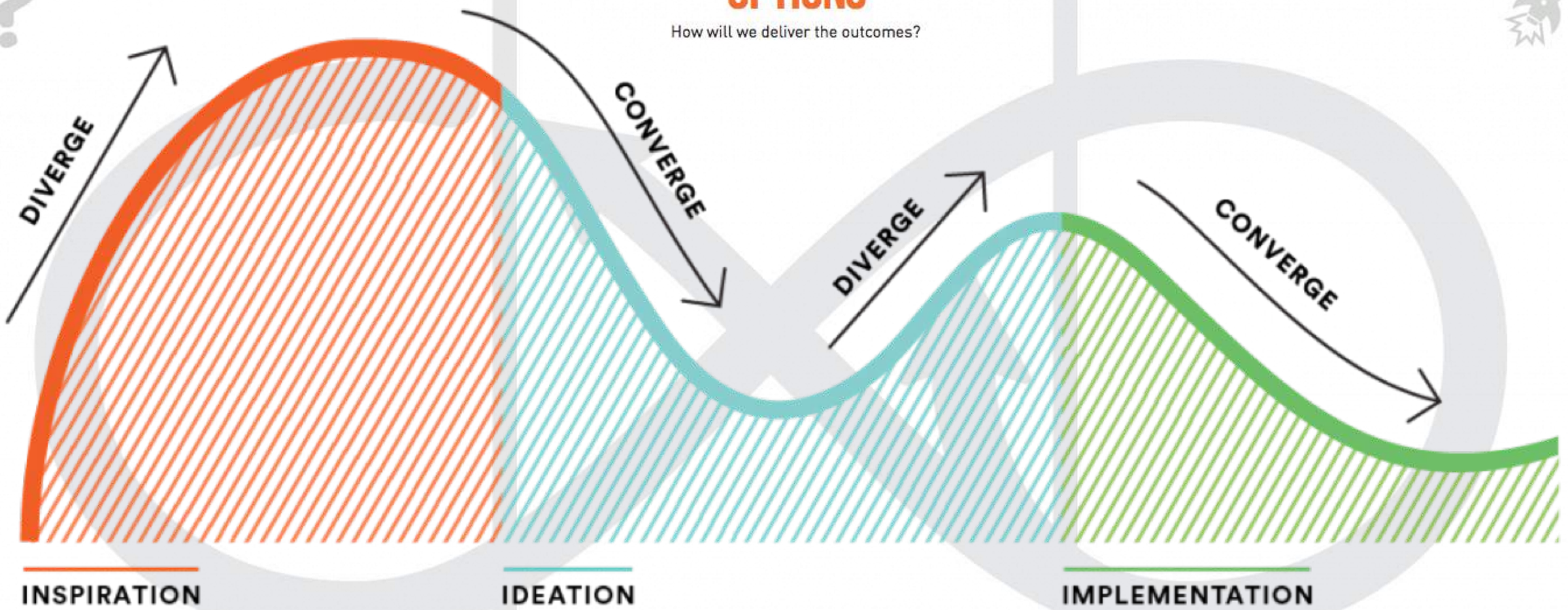

OUTCOMES

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HUMAN CENTRED DESIGN - IDEO

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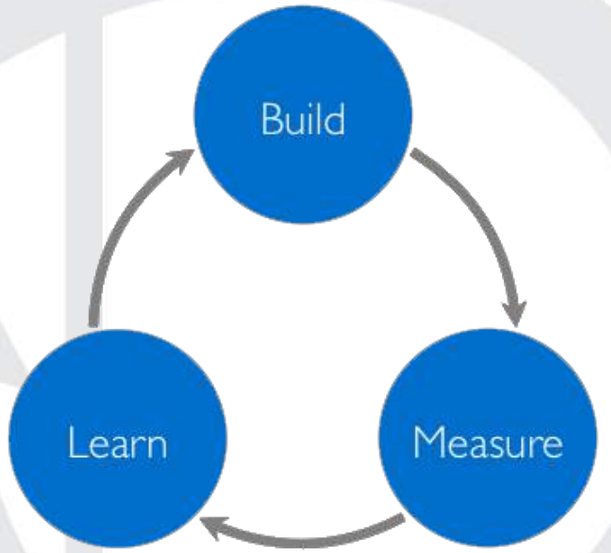

MEASURE & LEARN

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LEAN STARTUP

WHY & WHO

What is the problem to solve or idea to pursue?
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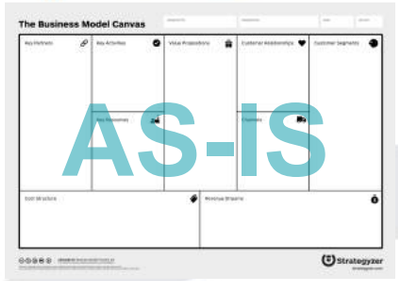

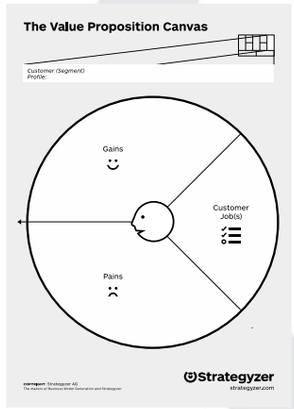

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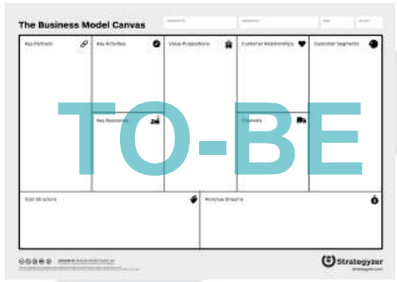

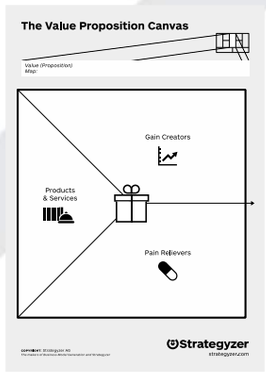

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STRATEGYZER - BM CANVAS

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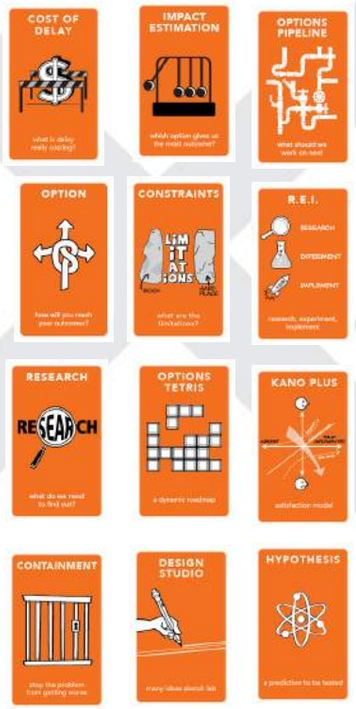

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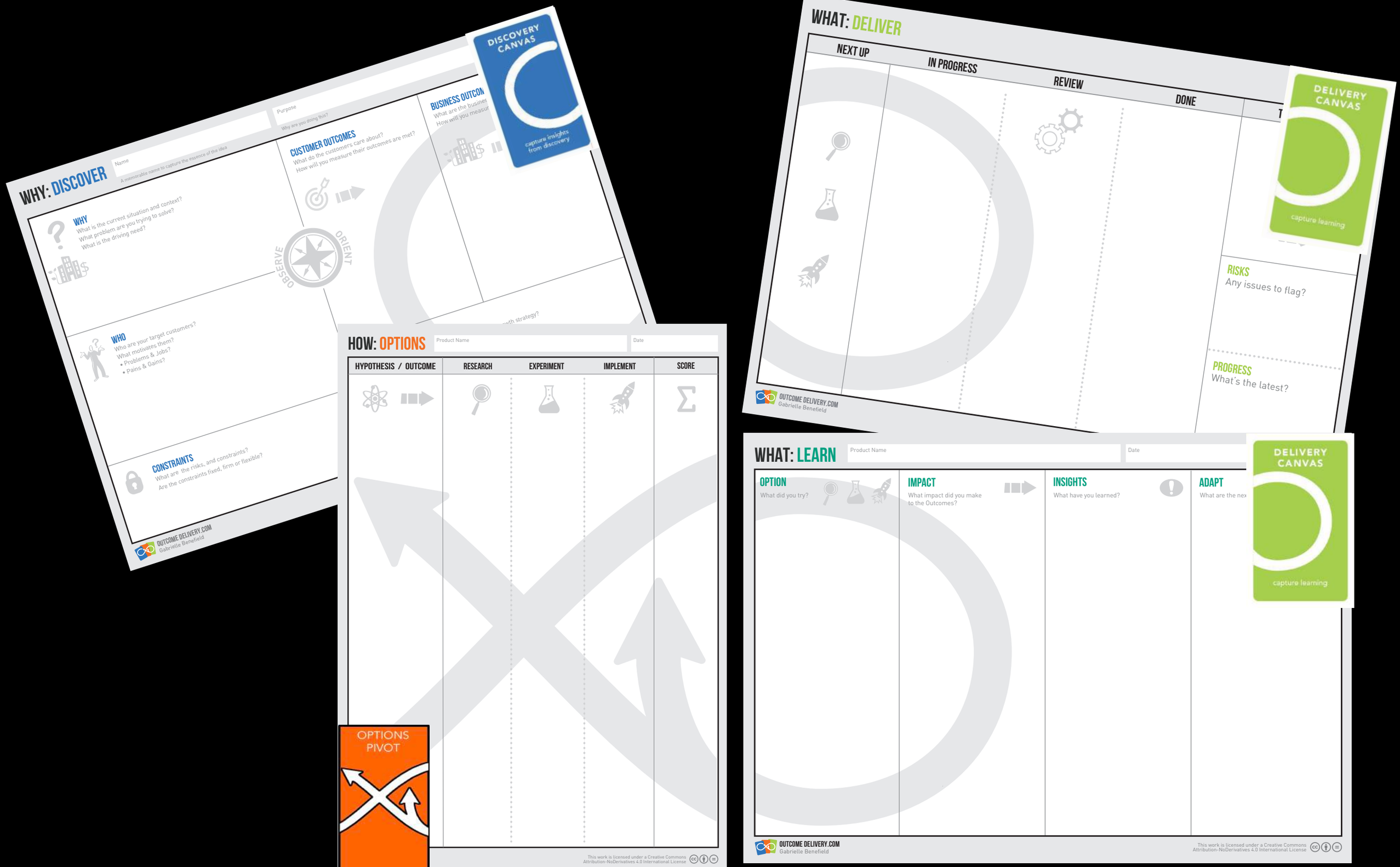

RESOURCES CANVASES

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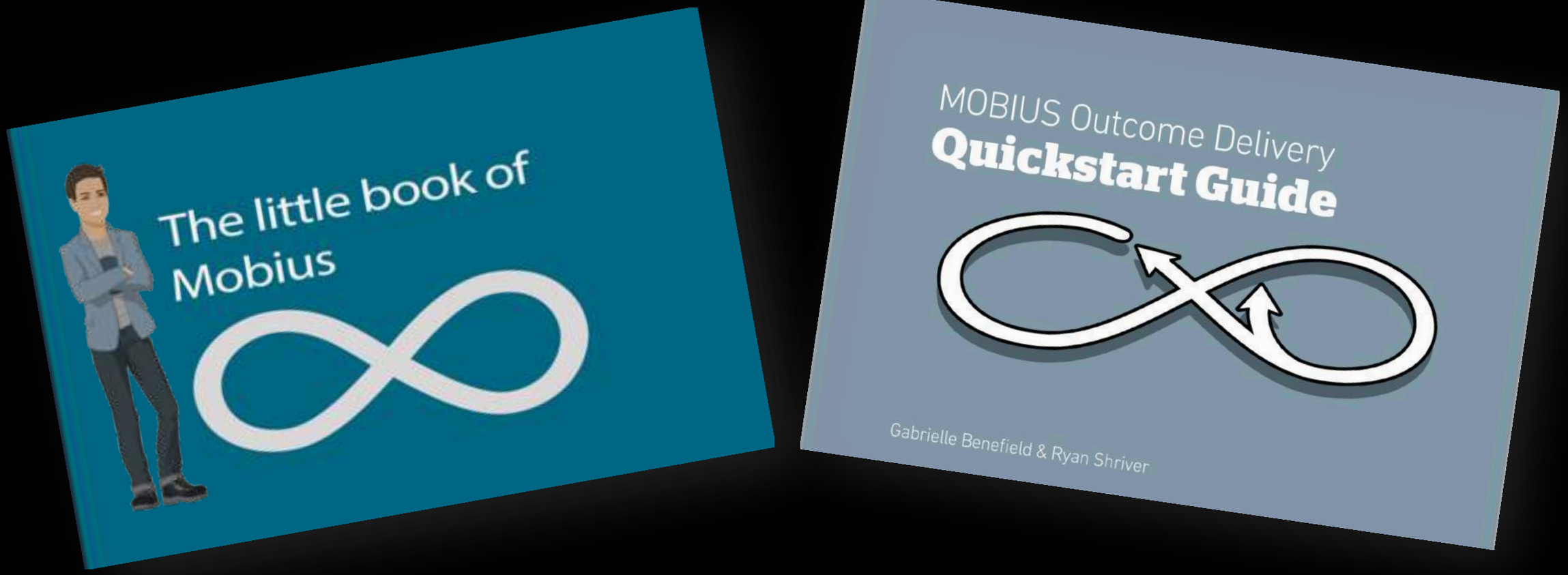

RESOURCES GUIDES

Wrap Up

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