

# How to build the plane while flying it

*Kathryn Gulifa – General Manager, Data & Analytics*

The logo for hbf, consisting of the lowercase letters 'hbf' in a bold, dark blue font, with a stylized white and blue wing-like graphic element extending from the top of the 'f'. The logo is set against a white rounded rectangular background.

**hbf**

# Challenges

1

Scope creep or crush

2

Resourcing models

3

Balancing priorities

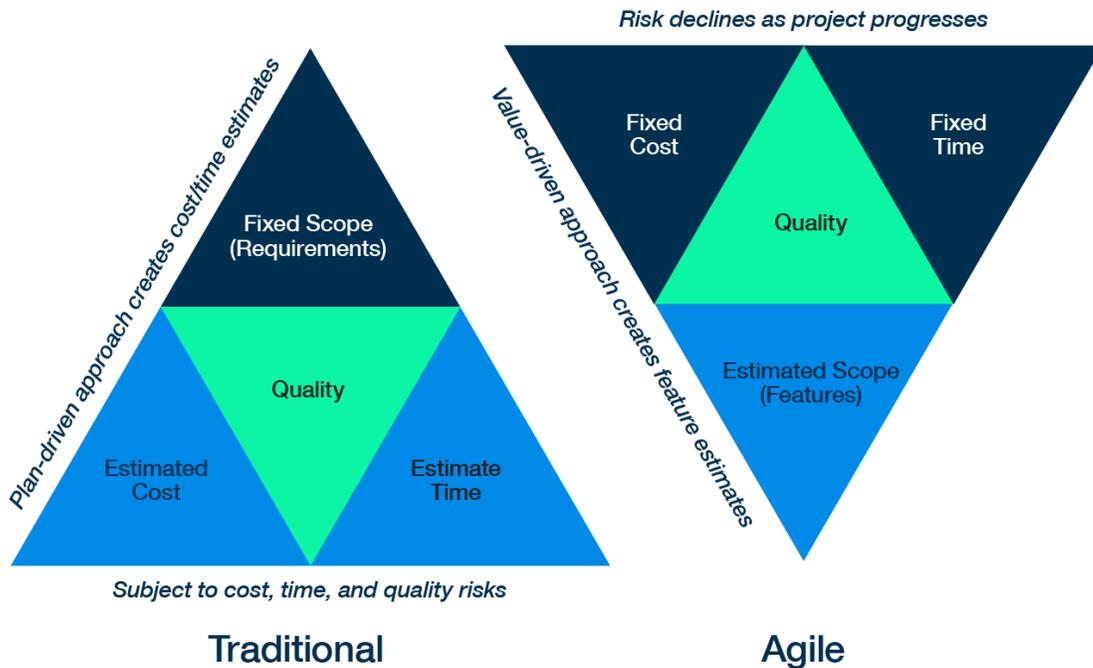
4

Keeping the investment coming



# Scope creep or Rush

## Iron Triangle Paradigm Shift



1

Objectives and scope need to be tied to Corporate Strategy

2

What type of outcome are you delivering?

3

If budget or timeframes are adjusted, be crystal clear on impacts to scope

1

Outsource when it's not a core competency of your business or you're resource constrained but have budget.

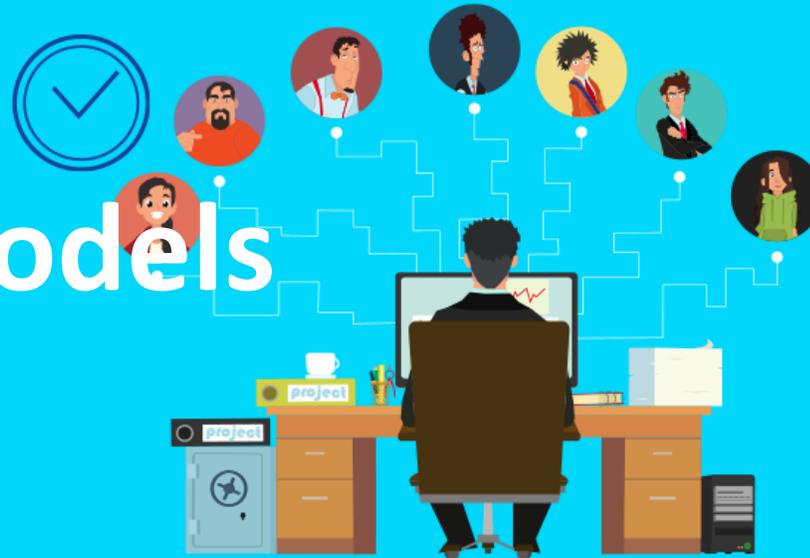
2

Ideally adopt a blended model with internal and external resources, with vendor partners shifting from teacher to supervisor.

3

Dedicate internal resources to either project work or BAU to reduce distractions and context switching.

# Resourcing models



# Prioritisation methodologies

Business v./User v. + Time critic. + Risk reduc./Opport. enabl.  
Job Size

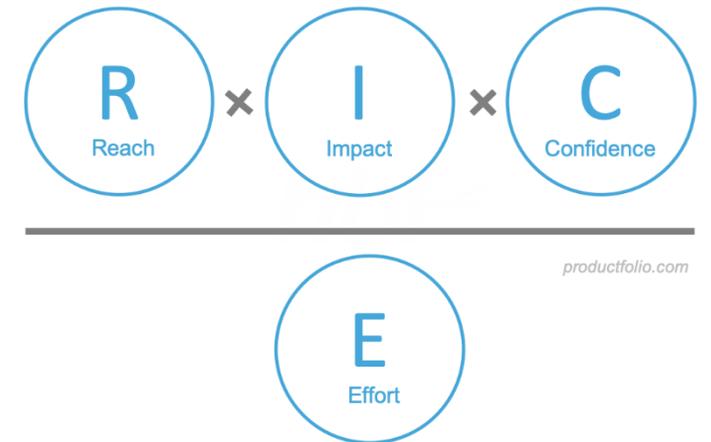
## Weighted scoring

- Assign weights to different criteria, such as impact, cost, feasibility, and alignment with business goals.
  - Evaluate each project against these criteria and calculate a weighted score for each.



## MoSCoW

- Must-Have, Should-Have, Could-Have, Won't-Have
- Categorises projects based on their importance and feasibility.



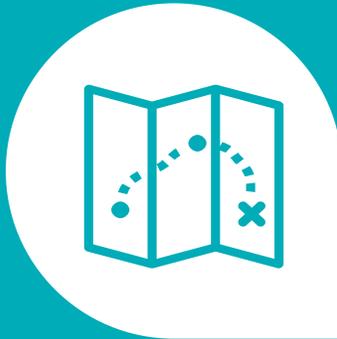
## RICE

- RICE (Reach, Impact, Confidence, Effort)
- Similar to ICE, but also considers the potential reach of the project in addition to the other factors.

# Keeping the investment coming

## Strategy

Having a clear Data & Analytics vision and roadmap that evolves in alignment with Corporate Strategy

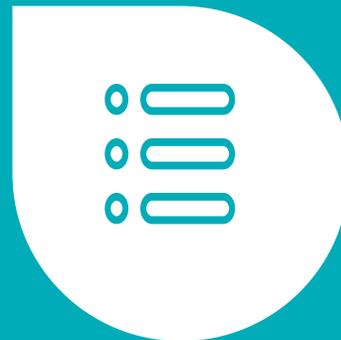


## Quantifiable business cases

You must be able to attach quantifiable business value or risk reduction to your analytics initiatives.

## Stories

Highlight real world stories of 'dumb things we do today' and how Transformation is addressing these problems.'



## Transparency

Keeping new requests, backlogs and how things are prioritised visible to stakeholders.

# Thank you.



**Speaker details:**

Kathryn Gulifa, General Manager Data & Analytics

E: [Kathryn.Gulifa@hbf.com.au](mailto:Kathryn.Gulifa@hbf.com.au)

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