



# Maximizing Project Value

*John C Goodpasture*

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## **Maximizing Project Value** John C Goodpasture

Maximizing project value is about optimizing the tradeoff between project value and business value, two values that are constantly in tension between the project manager and the project sponsor. In this book the author brings his wealth of experience in project management to demonstrate how to increase a project's value and ultimately contribute to the attainment of business goals. From exploring the nature of value, as tangible resources and moral or ethical attributes, to how best to approach decision-making, the book offers thorough coverage of this essential aspect of project management. The tools and methods the author describes include: Building the business case Using a project balance sheet Employing earned value Introducing game theory for optimizing strategies This valuable reference should be on the desk of every project sponsor, business stakeholder, project manager, portfolio manager, project practitioner, and functional manager. Contents: Understanding the Value of Projects Value Flow from Goals through Strategy Building the Business Case Teamwork Delivers Value Judgment and Decision-Making as Value Drivers Understanding the Project Balance Sheet The Future of Requirements Delivering Earned Value Postproject Value Attainment Monetized Value Portfolios for Value Management Optimizing Payoff with Game Theory.

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