

# Strategically Prioritising your Digitalisation Projects

Asset Digitalisation Summit

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 **aurecon**

*Bringing ideas to life*





## **Kimberley Morrison**

Associate, Client Operational Excellence



12 Years industry experience in Digital Transformation in NZ, AUS, UK, USA

- Office 365 roll-out
- EDMS
- Intranets
- Automation Strategy
- Technology Optimisation and Excellence

Women in Digital Ambassador

Sports mad Melbourne foodie (go All Blacks!)



*Bringing ideas to life*

## About Aurecon

Aurecon is a design, engineering and advisory company. Our purpose is bringing ideas to life, to imagine and co-create with our clients a better future for people and the planet.

# Session Overview

## 1 Why Strategic Prioritisation matters

## 2 A closer look at...

- ✓ The digitalisation dilemma
- ✓ Assessing value and effort
- ✓ Building a Prioritisation Framework
- ✓ Identifying High-Impact Initiatives

## 3 Q&A



1

The Digitalisation Dilemma|  
Why Strategic Prioritisation  
matters

# The Digitalisation Dilemma

## **Too many options, limited resources**

*Budgets, and bandwidth, and bottlenecks..... oh my*

## **Competing business priorities**

*Without clear alignment and transparency, we create a tug-of-war*

## **Pressure to show ROI quickly**

*Short-termism... chasing what's fast, not what's strategic*

## **Lack of clear decision-making frameworks**

*Decision-making becomes emotional or political. Projects with the loudest sponsors or shiniest tech often get picked.*

# The Digitalisation Dilemma risk

## Resources are spread thin

- Everything feels urgent – nothing gets focus it deserves
- Teams are pulled in multiple directions
- Lack of alignment, adoption, and impact

## Activity without impact

- Silent killer of digital momentum
- Meeting inception
- Little to no change in business performance
- What even is the value?

## Digital Programs stall

- Morale drops
- Budgets get cut
- The business and people lose trust in technology

## Why Prioritisation Matters

- Creates clarity
- Capture momentum and accelerate with focus
- Not just say no – say yes to the right things
- Confidence to leadership that digital isn't just noise – it's a targeted engine for performance





2

Value vs Tools | Assessing digitalisation



# Value vs Effort Matrix



# The Key Assessment Criteria

01

## Business Alignment

Ask: Does this initiative directly support a strategic priority?

02

## ROI or Value

It could be financial — like cost savings, new revenue, or avoided risk. Or it could be intangible value — like improving safety or employee engagement.

03

## Time to Value

This criterion helps you balance your roadmap with both early impact and strategic depth.

04

## Complexity / Risk

The more complex a project, the more risk it carries - in cost, delivery, and change management. This doesn't mean we avoid complexity - but it should affect how we plan, sequence, and resource it.

05

## Sponsorship

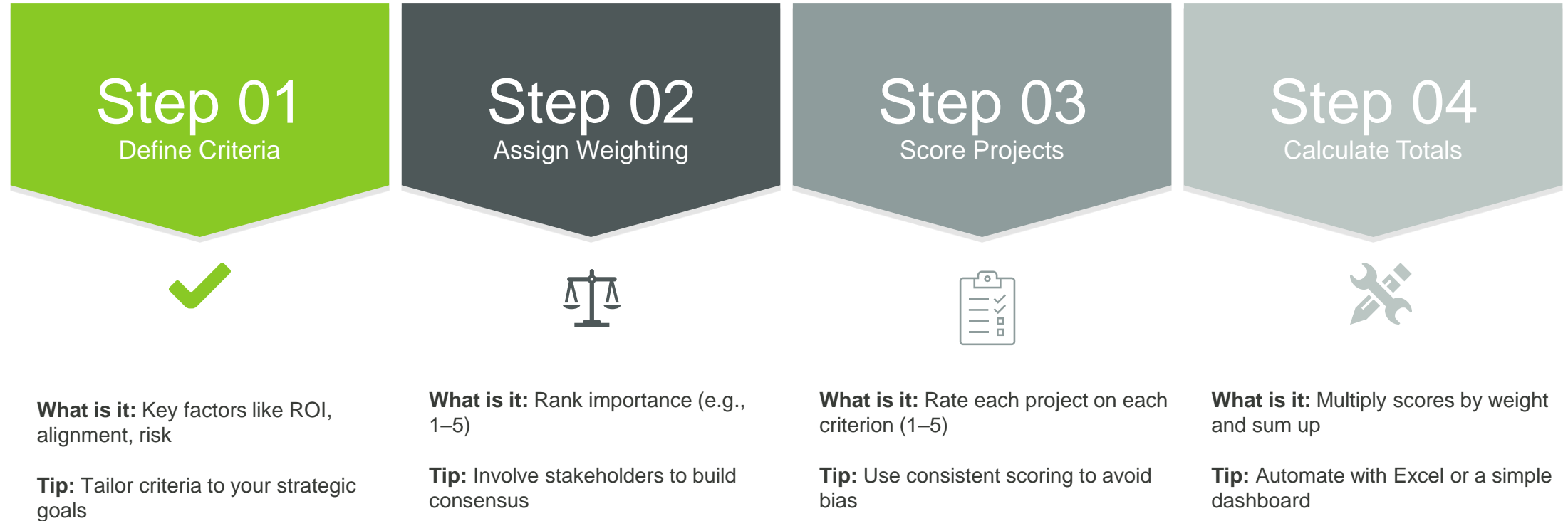
Projects with active, accountable sponsors are more likely to succeed. If a project doesn't have a champion, ask why — and consider if it's the right time to pursue it.

06

## Readiness

Do you have the data, tools, systems, and people to deliver it? If not, is this project premature?  
Is the business in a position to absorb the change?

# Scorecard



# Scorecard Example

Description: Value that the business would see in the activity		All values shown are approximate only and discretion should be used during assessment			
		Financial	Efficiency	Scale	De-risk
Value	Criteria	Financial gain (per annum)	Automation (Estimated hours saved per annum)	Standardisation scope (use with discretion)	Risk reduction
Low	Low value outcome	>\$5,000	>50hrs	Individual (<10)	Low project risk
Medium	Valued outcome	\$5,000<\$50,000	50<500hrs	Project	Delivery risk to project
High	High valued outcome	\$50,000<\$500,000	500<5000hrs	Region	Financial risk to project
Very High	Significant valued outcome	>\$500,000	>5000 hrs	Organisation	Significant risk to Brand or Financial loss

All backlog items MUST relate to one or more Blueprint pillars					
Importance	Criteria	Rating definition	Scale	Interdependencies	Time Sensitivity
Low	Nice to have	Requested by project delivery team	Applicable on many projects	No interdependencies	No time sensitivity
Medium	Business demand/request	Requested directly by major project or senior leader (L10+)	Applicable on many major projects	This initiative relies on completion of other activities prior to start	Must be initiated in < 3 months
High	Direct requirement for business continuity	Needed to ensure business continuity group wide	Applicable on every project	Downstream high priority activities rely on completion of this initiative	Must be initiated immediately (within 1 month)



3

High Impact Projects | How to identify and what to watch out for

# Identifying High Impact Initiatives

01

## It solves a real business problem

It's not just about technology for technology's sake - it's about creating solutions that address **pain points**. High-impact projects are rooted in **real operational challenges** or an opportunity to **deliver client value**

02

## It has measurable outcomes

You should be able to clearly define success - and track it. High-impact projects have **quantifiable KPIs**, making it easy to justify investment and track ROI.

03

## It can scale across the business

Look for solutions that aren't stuck in one corner of the business. Can this initiative be adapted or extended across teams, departments, or regions? Consideration of how adoption can be scaled  
**Adoption is the key success measure.**



# What to watch out for

01

## Shiny Object Syndrome

If someone's pushing a tool without a problem to solve, that's a red flag.

02

## Sunk-cost fallacy

Just because time or money has already been invested doesn't mean you need to continue.

06

## Know what you can do well

And what you can do quickly. Know your limits.

04

## Don't be afraid to stay in the problem

Don't jump to a tech tool without deeply understanding the problem.  
**Balance with Analysis Paralysis**

05

## Perfect is the enemy of progress

Aim for an MVP or 80% solution and improve based on feedback.  
**Iteration beats stagnation.**

06

## Lack of ownership

No project should move forward without a clear business champion.  
If there's no one accountable, it's not ready.



# Key Takeaways

1

## Prioritisation is essential to success

Prioritisation creates clarity. It ensures that limited time, money, and energy are spent on the initiatives that will actually move the needle.

2

## Use structured tools to stay objective

Value vs Feasibility matrix, Assessment Criteria, Scorecard. Avoid decisions based on the loudest in the room or the shiny object.

3

## Anchor decisions in business outcomes

Technology for technology's sake leads to poor ROI. Every digital initiative should trace back to a business objective. Ask at every step: what problem are we solving?

4

## Be prepared to pivot

Digital transformation is not set-and-forget. Re-evaluate regularly, and don't be afraid to pause or stop projects if they no longer serve the strategy. Agility is just as important as alignment.

Digital transformation is not about doing more — it's about doing what matters most, better.





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