#### **EVIDENCE BASED MANAGEMENT**



Evidence based management is used to measure, manage, and increase the value of product delivery. EBM helps organizations to improve investments, decision-making and risk-management, especially for agile organizations. EBM Focuses on Four Key Value Areas (KVA).

### **Current Value (CV)**

The value that was provided already. Happiness of customers/ users, employees and stakeholders must be evaluated.

### **Unrealized Value (UV)**

A future value that could be realized if the needs of all potential customers are met.

Topics for UV evaluation: can any additional value be created, is it worth it and should an investment be made.

# **Agility**Business value

## Ability to Innovate (A2I)

Effectiveness of delivering new capabilities for satisfying customers. Evaluated should be what prevents a delivery and users benefiting from innovation.

### Time to Market (T2M)

Ability to quickly deliver new capability, service, or product. How fast can an organization learn, adapt and test.

