

FIVE REASONS WHY YOU DESERVE A PROMOTION:

Senior executives, who on your staff deserves a promotion?

We have a recommendation. Whether their official titles are Project Managers, Product Managers, Business Analysts, Development Directors, Requirements Analysts or something else, if they define and manage requirements as a core function of their jobs, then they are strong candidates for a promotion. Why?

Read on to understand the five reasons why senior executives at innovation-driven organizations are realizing how strategically important Requirements Management is to the overall success of their companies. And they are rewarding those who excel in this role. We'll leave it to you to decide exactly how you want to spread the love – bonuses, parking spots or other perks are always nice.

ONE: THEY ARE SHEPHERDS of innovation.

As you know, innovation isn't just a hyper-buzzword. Innovation is what customers demand and shareholders expect. How many nights do you lie awake thinking about how to more effectively deliver innovative products to market faster than the competition?

As unsexy and tactical as "requirements management" sounds and may be perceived, it is the foundation of an organization's ability to innovate. As Requirements Managers, these employees are your shepherds of innovation. Try that description out at your next company meeting and see how the morale and company culture changes to embrace this important function.

70% of senior executives rank innovation as one of the top three drivers of growth.

IAG, Business Analyst
Benchmark 2009

TWO: SUCCESS LIVES OR DIES by requirements management.

This isn't meant to create dramatic effect – study after study shows that the management of changing requirements is a top project success factor. If you work in an industry such as Aerospace, Medical Devices or Consumer Products where safety isn't optional, then requirements management is itself a mandated requirement. Based on that, it seems reasonable to suggest that anyone who manages a function that's this critical to the success of your company deserves some kudos.

THREE: AN IDEA IS WORTH \$0 until it becomes a requirement.

We see requirements as the glue that holds the entire innovation process together – from ideas to requirements to products. So, without well-defined, well-managed and well-executed requirements, innovation simply doesn't happen. Good ideas don't materialize, R&D investments go to waste and smart people get frustrated - all things that paralyze an organization. Thus, an investment in requirements management and in this key role will yield a higher return on ideas – think of it as a new kind of ROI to go with the financial one.

FOUR: THEY SAVE YOUR COMPANY a lot of time and money.

Call it productivity. Call it efficiency. Call it failure-avoidance. Whatever you want to call it, your Requirements Managers save your company a lot of time and money. How much is a lot? It can be a difficult thing to quantify precisely, but a lot is somewhere between “oodles” and “a truck load”. Any way you measure it, when requirements get done right, projects get delivered on time and products go to market faster. And, last time we checked, those were all things that great companies and senior executives valued.

FIVE: CHIEF REQUIREMENTS OFFICER sounds pretty nice.

Meet the new CRO. It's time to make room at the executive table. Should we get new business cards printed up? We're not kidding. By championing the development of thousands of well-written requirements and collaboratively managing them throughout your innovation process, your staff of Requirements Managers significantly impact the performance of your company every day. And, that makes them a strategic asset. Hmm, that sounds like a function worthy of a C-level executive. You may prefer Chief Innovation Officer as the title, but we think CRO sounds pretty nice too.

About the Author



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John represents the voice of the customer in Jama's product strategy and communications. He has over 14 years experience working at software and Web technology companies including Microsoft, WebTrends, Omniture and ZAAZ. He has contributed to several books, whitepapers and presentations on marketing and technology.

About Jama Software

Thousands of users worldwide. Billions in R&D projects managed within Contour.

Jama Software is the leader in collaborative requirements management solutions for improving enterprise collaboration and managing complex software development projects. Its Web application, Jama Contour, helps organizations manage the entire requirements management lifecycle through an intuitive, easy-to-use interface that brings people, process and data together to ensure software quality is delivered as specified.

Customers, from agile start-ups to the largest and most sophisticated technology and IT organizations in the world, turn to Jama to help drive innovation, improve the decision-making process and harness the collective genius of all stakeholders involved in building great software. For more information please visit: <http://www.jamasoftware.com>.