

# THE FIVE REASONS WHY *REQUIREMENTS MANAGERS* DESERVE A PROMOTION.

## OVERVIEW

### **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.

**70%** of senior executives  
rank innovation as one of  
the top 3 drivers of growth.

*McKinsey Group, Sept. 2007*

## REASON #1

### **They are shepherds of innovation.**

As you know, innovation isn't just a hyper-buzzword. Innovation is what customers demand, it's what 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 maybe 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.

## REASON #2

### **Project success lives or dies by requirements management.**

This isn't meant as a statement to create dramatic effect – study after study shows that the management of changing requirements is a top 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.

## REASON #3

### **An idea is worth \$0 until it becomes a well-executed 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.

## REASON #4

### **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”. Anyway 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, a lot.

## REASON #5

### **Chief Requirements Officer sounds pretty nice.**

Meet the new CRO, 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 JAMA SOFTWARE. PEOPLE AGAINST PROJECT FAILURE.

This guide was written by Jama Software, a team of experienced project management, product development and technology professionals who believe in taking a collaborative approach to requirements management. We are dedicated to building professional-grade, Web-based applications that help companies ensure their projects and innovation efforts succeed – delivered on time, on budget and meet customer needs.

The result is a product called Jama Contour. To learn more about Contour and to help shape the future direction of our products, join us in the Jama Backstage, an online collaborative forum of professionals who care about moving requirements management forward. Free trials and pilot programs are available upon request.

### PRODUCT



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### RESOURCES

You may also enjoy reading the guides, "Requirements Managements Redefined" and "The Top 3 Myths of Requirements Management" which you can download at [www.jamasoftware.com](http://www.jamasoftware.com).

