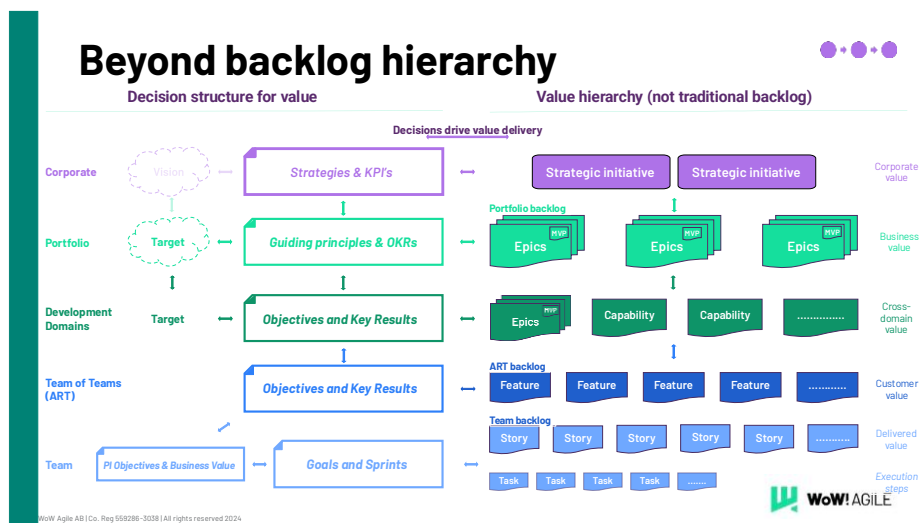




WoW! AGILE

Description – The WoW! Agile Value-driven Requirements & Delivery (VDR) model

From prioritisation uncertainty to value-driven delivery





The WoW! Value-driven Requirements & Delivery (VDR) model

From prioritisation uncertainty to value-driven delivery

A practical model for defining deliverables, prioritising work, and guiding delivery through measurable value.

Executive Summary

Many organisations deliver a lot of work but still struggle to achieve the outcomes they expected.

The problem is rarely lack of effort. It is that requirements, prioritisation, and delivery decisions are not consistently connected to value.

The WoW! Agile Value-driven Requirements & Delivery model, VDR, provides a structured way to define value, translate it into actionable work, prioritise based on impact, and measure outcomes. It helps organisations move beyond backlog management and establish a value-driven decision model for execution.

VDR is the **Decisions** layer of the WoW! Agile Toolbox. It defines the deliverables and how work is prioritised and decided within value streams, ensuring that strategy, objectives, and daily delivery remain connected through value.

The VDR model establishes a value-driven decision system for execution—ensuring that prioritisation, requirements, and delivery decisions consistently support measurable business outcomes.

Prioritisation decisions are guided by measurable value.

Outcomes

When applied effectively, VDR delivers:

- Consistent prioritisation across all levels
- Clearer connection between work and measurable outcomes
- Faster decision cycles
- Reduced waste in development
- Shorter lead time
- Stronger customer focus
- Improved return on investment across initiatives
- Better alignment between strategy, delivery, and learning



What it enables

The VDR model enables organisations to:

- Define value clearly and consistently
 - Translate strategic objectives into Epics, Features, Stories, and deliverables
 - Prioritise work based on impact, urgency, risk, and effort
 - Use MVP thinking to test assumptions early
 - Make decisions based on value rather than opinion
 - Manage requirements across teams and organisational levels
 - Reduce delays, handovers, and non-value-adding work
 - Measure outcomes using leading indicators, OKRs, and feedback loops
 - Create faster learning cycles and better delivery decisions
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What challenges it addresses

Many organisations are busy, but not effective.

Common challenges include:

- Output is delivered, but outcomes are unclear
- Prioritisation differs between teams and levels
- Strategy is not reflected in daily decisions
- Too many initiatives dilute impact
- Requirements are treated as delivery administration rather than value decisions
- Leadership becomes a bottleneck for prioritisation
- Teams deliver work without clear feedback on value created

The result is slower execution, reduced focus, increased waste, and weaker return on investment.

The VDR model

The WoW! Agile VDR model is a practical approach for making delivery decisions based on value rather than opinion, hierarchy, or local priorities.

VDR moves organisations beyond traditional backlog administration into a structured value hierarchy where decisions are continuously connected to strategic outcomes.



It helps organisations answer critical questions:

- What is valuable?
- How do we know?
- What should we do first?
- What should we stop doing?
- How do we know whether delivery created the intended outcome?

VDR connects strategic intent to requirements, prioritisation, delivery, learning, and measurement. It ensures that requirements are not treated as isolated backlog items, but as investment decisions that should contribute to measurable business and customer outcomes.

How it fits in the WoW! Agile Toolbox

VDR establishes the **decision layer** of the WoW! Agile Toolbox.

It builds on:

- **Vision & Strategy** – defining direction
- **Target Steering** – aligning objectives across levels
- **Value Streams** – structuring how value is delivered

It supports:

- **Lean Portfolio Management** – by providing value-based input for investment and governance decisions
- **QuickStart** – by creating actionable, prioritised work from the start
- **AI-ready organisation** – by strengthening learning loops, decision quality, and outcome measurement

Without VDR, organisations may have strategy, objectives, and value streams in place, but still lack a consistent way to decide what work matters most.

How it works

The model establishes a structured flow from value definition to measurable delivery.

It typically includes:

- Defining what value means in the organisation
- Connecting value to strategy, objectives, and outcomes
- Translating objectives into Strategic initiatives, Epics, Capabilities, Features, Stories, and delivery items
- Prioritising work using value-based decision criteria



- Applying Cost of Delay, WSJF, MVP thinking, and estimation where relevant
- Managing dependencies and flow across teams and levels
- Measuring early indicators of value before final customer outcomes are available
- Creating feedback loops to learn, adjust, and improve decisions continuously

This moves the organisation beyond traditional backlog hierarchy and creates a value hierarchy where decisions drive delivery.

Typical use cases

VDR is used when:

- Prioritisation is unclear or inconsistent
 - Too many initiatives compete for delivery capacity
 - Requirements are disconnected from strategic objectives
 - Teams deliver output without clear outcome measurement
 - Leadership is overloaded with prioritisation decisions
 - Value streams need a stronger decision model
 - The organisation wants to improve ROI, focus, and speed of delivery
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Closing positioning

VDR is where execution becomes value-driven.

By connecting requirements, prioritisation, delivery, and measurement, the WoW! Agile Value-driven Requirements & Delivery (VDR) model gives organisations a practical decision engine for execution. It ensures that work is not only delivered faster, but that the right work is prioritised and delivered with a clear connection to strategy, customer value, and measurable business outcomes.
