



Project Portfolio Management and Ideation

A concept whose time has come

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In today's business environment, the notion of effective management of individual projects is no longer enough.

What is critical to today's businesses is to **achieve long term success and competitive advantage.**

This requires proactive management of the entire portfolio of projects, or as is known as **Project Portfolio Management or PPM.**

Managing project portfolios requires taking a holistic and strategic view, starting with a highly creative stage in the front end where ideas are formed and opportunities are discovered. These ideas and opportunities become the foundation for future project and portfolios. Integration of ideation within the project portfolio management framework allows for greater success in developing projects that are directed towards greater corporate success.

In conclusion, ideation portfolio management, when integrated within the project portfolio management framework can promote greater portfolio success in the long-term.

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