Session Notes on Value Proposition and Best Practices for Engaging Stakeholders

Best Practices to Engage Folks
- using stories/use cases to illustrate vision
- addressing pain points for high value stakeholders
- address main-stream use cases first

Value Prop Points
- Audit
- awarding degrees.
- Privacy
- operational effectiveness
- consistency of experience
- right person accessing the right systems at the right time.
- Fear factor news items
- security and consistent operations
- problem use case (just in time value proposition)
- SSO - ease of use