



Greg Gough

Accredited Investment Management Facilitator

Organisation overview

Ideas Advisory is a consulting service operating in the government and corporate environment. We specialise in investment logic mapping (ILM), policy development, business case advice and review, digital strategy and open data.

We dedicate ourselves to supporting organisations to make better investment decisions, driving value for government, non-government and commercial organisations and their stakeholders.

Ideas Advisory has a network of strategists, business case writers, researchers, analysts, facilitators, graphic recorders, graphic designers and editors.

Facilitator profile

Greg Gough is an accredited investment management facilitator (since 2007) and a gateway review team member (since 2008). He has facilitated hundreds of workshops across the full workshop suite of the *Investment Management Standard* (IMS) and has tested and developed many of the ideas and facilitation techniques that make up the standard.

Over the past decade he has trained thousands of public and private sector clients in the IMS, the *Investment lifecycle and high value high risk guidelines* and the Victorian State Budget process.

Greg specialises in complex and challenging projects, big and small. He has completed investment logic workshops for every level of government and has worked on various cross-agency and multi-jurisdictional programs. He brings experience across the full range of investment types including infrastructure asset investments, output initiatives, policy development and ICT projects.

Before starting Ideas Advisory, Greg held senior Victorian government positions within the Department of Treasury and Finance and the Department of Premier and Cabinet for more than a decade. These roles included Senior Advisor, Strategist and Manager of the *Investment Management Standard*, Manager of the *DataVic Access Policy*, Senior Advisor for the Government's response to Infrastructure Victoria and Senior Advisor for the *My Victoria* project. He also held various short-term positions for 10 Victorian State Budgets.

Greg developed many of the innovative tools, processes and policies for the Victorian Government's State Budget Process, *Investment lifecycle and high value high risk guidelines* and Gateway review process.

Greg has advised on investment management practices, budget processes and business case development and review for all jurisdictions within Australia, numerous international government contingents, major corporations, universities and local councils.

Greg is available to provide information sessions on the application of the IMS for both public and commercial context, as well as presentations about the Victorian Government budget process.

Contact

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About the *Investment Management Standard*

The *Investment Management Standard* (IMS) provides the core guidance for the ILM and its accompanying tools. The IMS is a series of facilitated workshops that enables us to understand problems, outline benefits and generate an appropriate policy or investment response.

The IMS is often used for early scoping to decide whether to move to business case stage, as a gateway checkpoint, or as an investment evaluation technique.

Developed by the Victorian Department of Treasury and Finance, the IMS challenges organisations to make fit-for-purpose, evidence-based investment decisions and produces a simple, commonsense 'map' (ILM) to demonstrate this logic.

The IMS leverages the collective knowledge of a carefully selected group of subject matter experts using informed discussion to deeply understand the context of an investment. As an unbiased observer, a skilled independent facilitator will guide the session, testing and challenging assumptions.

The standard has been evolving since 2004 as a response to investment practices that were increasingly complex but failed to focus on the real need for an investment or the benefits it delivered. Its uses have expanded to the point that it is now a system that can support the primary investment decision-making functions of any organisation on multiple levels.

For more information on how IMS can be used to aid your organisation go to www.ideasadvisory.com.au (in progress) or www.dtf.vic.gov.au/infrastructure-investment/investment-management-standard.

Workshop outputs

At the heart of the IMS are a collection of two-hour facilitated workshops. Each of these two-hour workshops is committed to an intelligent, challenging debate about an investment. The discussion and outputs validate that the:

- investment proposals are clear, compelling and evidence-based
- benefits are clearly articulated and measures agreed upon
- interventions are strategic, realistic and feasible
- solutions are robust and there is a clear understanding of the scope required to respond to the business need and produce the agreed benefits.

Cost*

The Department of Treasury and Finance recommends up to five two-hour ILM workshops to define problems, outline benefits and design a strategic response.

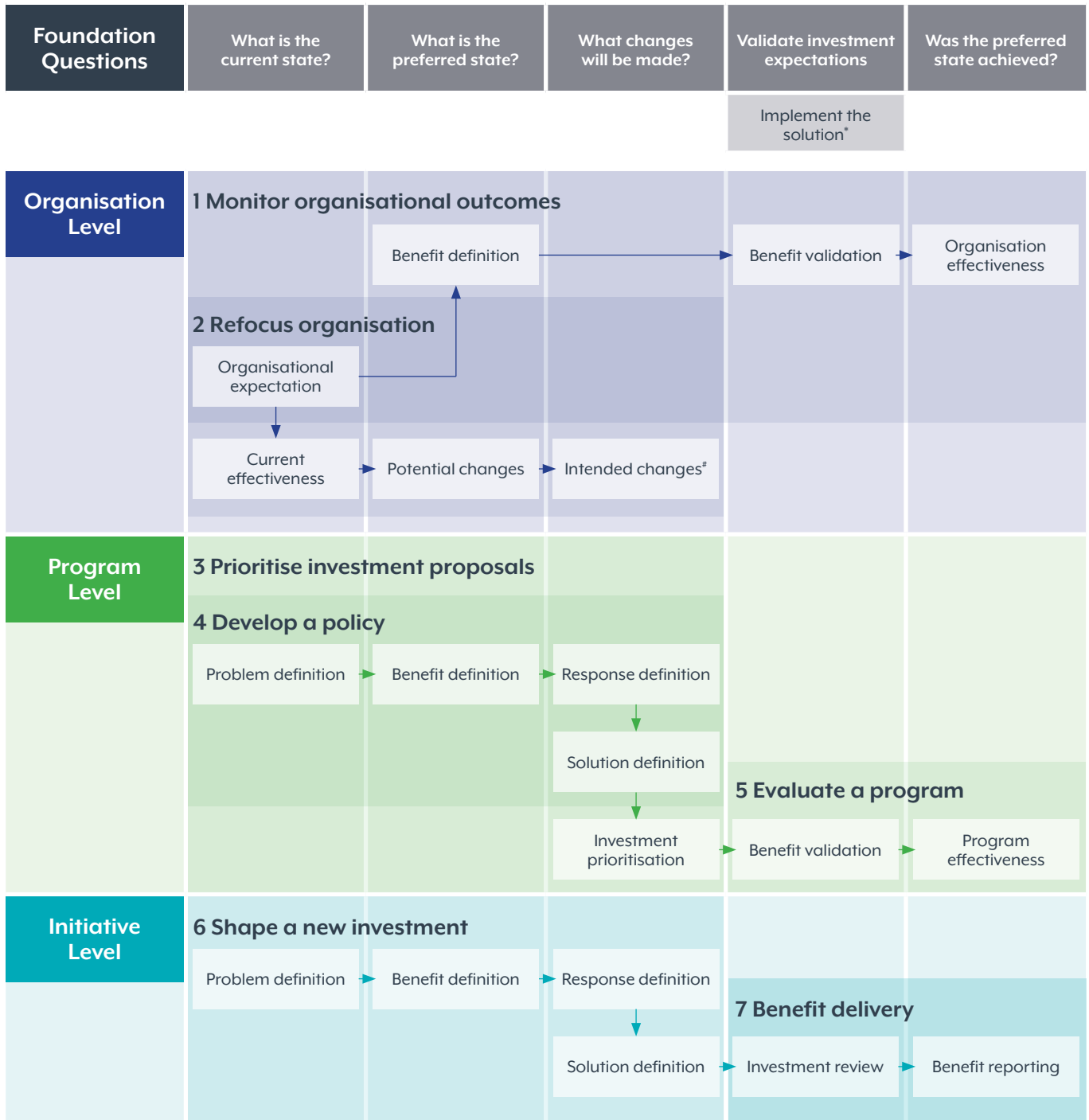
Greg will tailor the number of workshops required depending on the size and scale of the investment and integrate ILM work with other processes if needed. He is Melbourne-based and travels across Australia and New Zealand at cost.

Service	Cost (ex. GST)	GST	Total
<i>Investment Management Standard</i> workshop (per workshop)	\$1600.00	\$160.00	\$1760.00

*Please see full pricelist at the back of this document.

Investment Management Standard workshops

Seven strategic planning needs and their IMS workshop pathways



* Not part of the IMS. This is addressed through project management and organisational methodologies.

Considered further at investment prioritisation.

Pricelist

Service	Cost (incl GST)	
	Per workshop	Package
Investment Management Standard workshops		
Monitor an organisation workshops (Organisation level)		
Organisational expectation	\$1760	\$7,040
Benefit definition	\$1760	
Benefit validation	\$1760	
Organisational effectiveness	\$1760	
Refocus an organisation workshops (Organisation level)		
Organisational expectation	\$1760	\$7,040
Current effectiveness	\$1760	
Potential changes	\$1760	
Intended changes	\$1760	
Prioritise investment proposals workshops (Program level)		
Problem definition	\$1760	\$8,800
Benefit definition	\$1760	
Response definition	\$1760	
Solution definition	\$1760	
<i>Investment prioritisation (Optional)</i>	\$1760	
Develop a policy workshops (Program level)		
Problem definition	\$1760	\$7,040
Benefit definition	\$1760	
Response definition	\$1760	
Solution definition	\$1760	
Shape a new investment workshops (Initiative level)		
Problem definition	\$1760	\$7,040
Benefit definition	\$1760	
Response definition	\$1760	
Solution definition	\$1760	
IMS evaluation tools		
Evaluate a program workshops – Benefit validation, Program effectiveness		Request for quote
Benefit delivery workshops – Investment review, Benefit reporting		Request for quote
Other services		
Information sessions on the application of the IMS		Request for quote
Presentations about the Victorian Government budget process		Request for quote
Pre-budget business case review / business case development		Request for quote
Gateway reviews / preparation		Request for quote

Important links

Investment management standard

The investment management standard (IMS) is a process for applying simple, common-sense ideas and practices that help organisations to direct their resources and achieve the best outcomes from their investments.

www.dtf.vic.gov.au/infrastructure-investment/investment-management-standard

www.dtf.vic.gov.au/investment-management-standard/ims-workshops-and-examples

www.dtf.vic.gov.au/investment-management-standard/applications-investment-management-standard

Investment lifecycle and high value high risk guidelines

These guidelines provide practical assistance to anyone developing investment projects in Victoria. They help shape proposals, inform investment decisions, monitor project delivery and track the benefits of investments.

www.dtf.vic.gov.au/infrastructure-investment/investment-lifecycle-and-high-value-high-risk-guidelines

www.dtf.vic.gov.au/investment-lifecycle-and-high-value-high-risk-guidelines/technical-guides

High value high risk framework

Under the High Value High Risk (HVHR) Project Assurance Framework, infrastructure and ICT projects identified as being high value or high risk are subject to more rigorous scrutiny and approval processes.

www.dtf.vic.gov.au/infrastructure-investment/high-value-high-risk-framework

Gateway review process

The Gateway Review process examines projects and programs at six key decision points in their lifecycle. The process involves using an independent external reviewer team to provide timely and confidential advice about progress and likelihood of delivery success.

www.dtf.vic.gov.au/infrastructure-investment/gateway-review-process

DataVic Access Policy

The Victorian Government recognises the benefits from and encourages the availability of Victorian government data for the public good. One of the purposes of the DataVic Access Policy is to enhance sharing of, and access to, information-rich resources to support evidence-based decision making in the public sector.

www.data.vic.gov.au

www.data.vic.gov.au/policy-and-standards-0

If you require this publication in an accessible format please let us know.