



Planning Prioritization Framework Project

Presented by: ICANN org Planning Team

ccNSO Strategic and Operational Planning Standing Committee
ICANN72 Meeting Session
26 October 2021

Giovanni Seppia

*Chair of ccNSO Strategic and
Operational Planning Standing
Committee*

Agenda

- ⊙ Planning Prioritization Framework Project
 - Introduction and Overview
- ⊙ Prioritization Framework Design Elements
 - Overview
 - 4 Design Elements for Discussion
 - Scope
 - Frequency
 - Participants
 - Techniques
- ⊙ Project Next Steps and Timeline
- ⊙ Appendix

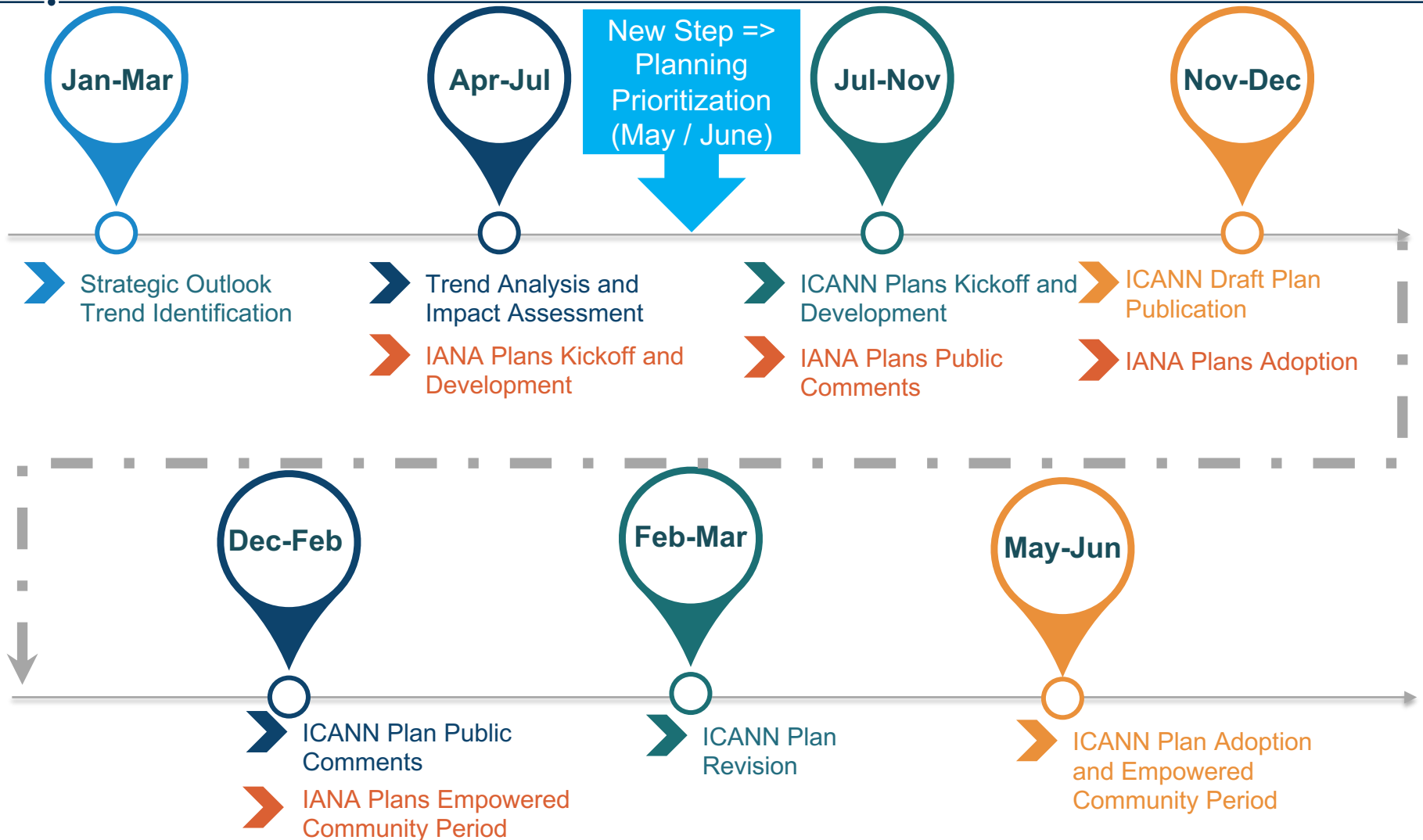
Planning Prioritization Framework

Project Introduction and Overview

Project Overview

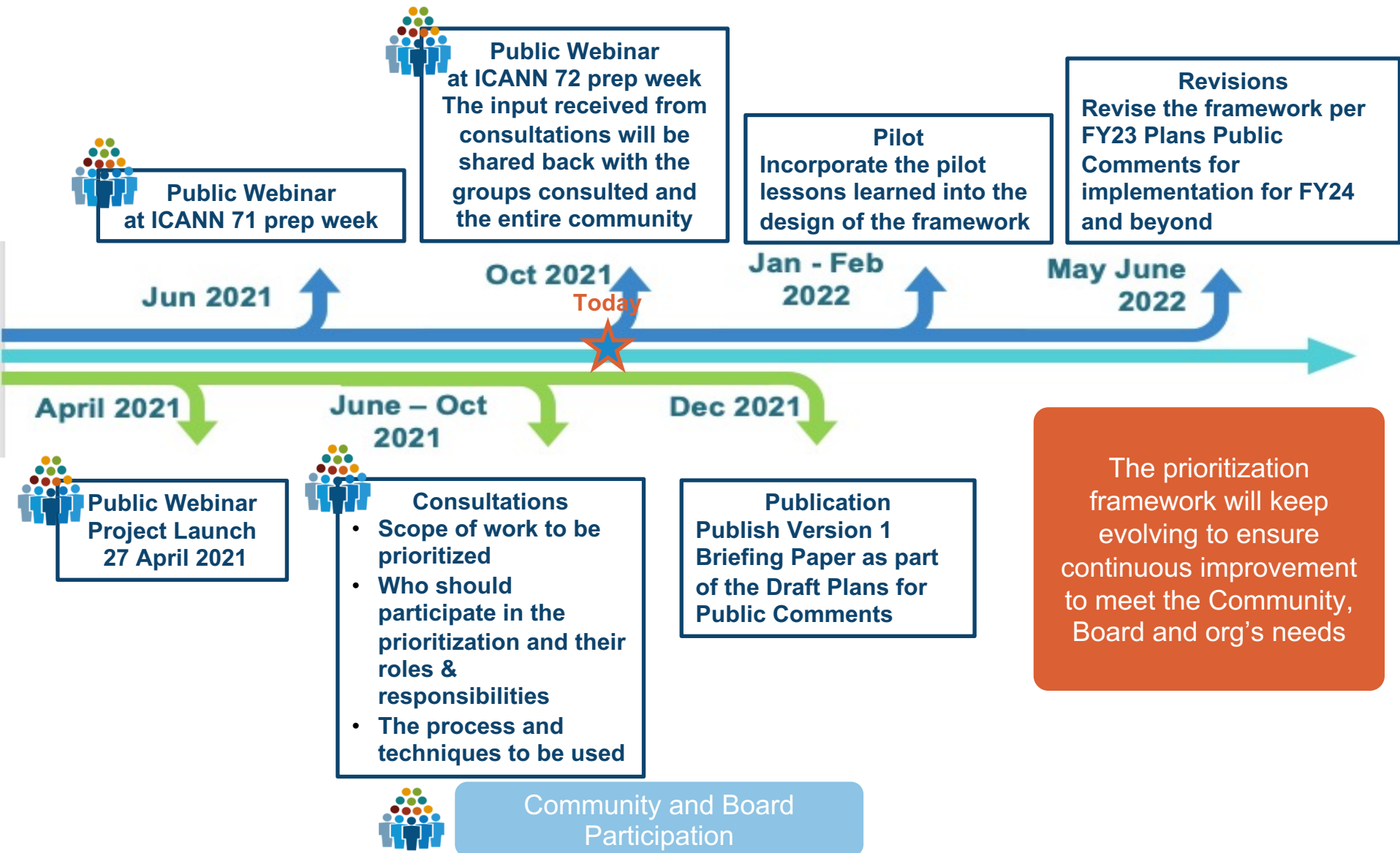
- **Project:** “Planning at ICANN” is one of the 15 operating initiatives in ICANN’s Operating Plan for FY21 and FY22
 - A component of this operating initiative is to deliver a draft prioritization framework as an improvement of ICANN’s overall planning process
- **Accountability:** ICANN’s planning department is leading this operating initiative and the delivery of the draft prioritization framework
- **Deliverable:** A draft prioritization framework to be used during the annual planning process

Project Deliverable: New Step in the Annual Planning Process



The new Planning Prioritization Step will result in an agreed upon list of projects included in the draft development of the plans by org

Project Plan Overview



Prioritization Framework Design Elements

Overview of the Project Design Elements



4 Planning Prioritization Framework Design Elements selected for this session

- | | | |
|---|--------------------------|--|
| ✓ | Scope | <ul style="list-style-type: none">• Identification of the scope of activities to be prioritized |
| ✓ | Frequency | <ul style="list-style-type: none">• Design of the frequency for prioritization planning process |
| ✓ | Participants | <ul style="list-style-type: none">• Identification of the participants and their roles & responsibilities in the process |
| ✓ | Techniques | <ul style="list-style-type: none">• Selection of agreed-upon prioritization techniques |
| | Systems and Tools | <ul style="list-style-type: none">• Identification of systems, reports or tools to manage the process |
| | Pilot | <ul style="list-style-type: none">• A pilot of the framework as a component of validation |

Implementation projects

- Implementation of Cross Community Working Group (CCWG) recommendations (e.g., WS2 Recommendations)
- Implementation of Review recommendations (e.g., CCT, SSR2 and ATRT3 Recommendations)
- Implementation of Policies (e.g., System for Standardized Access to Non-Public Registration Data EPDP Phase 2 – SSAD)
- Implementation of Advice (RSS Governance working group)

Other projects

- Evolution of the Multistakeholder Model work plan
- ITI, Names Services Portal (NSP) and Compliance systems projects

Ongoing org operations and small org functional projects will not be prioritized during the annual planning process using this framework

Poll - Scope



Do you support the scope of activities proposed?



- At a minimum, this process could take place once per year as part of the annual planning process
 - Suggested timing is for a prioritization step in May and June
 - This timing permits org to receive input on prioritized work as input into the development draft operating plans
 - If beneficial the process could take place more than once per year
- Following the prioritization step, org will report back out on what projects are intended to be included in the draft operating plan

Poll - Frequency



Do you agree that the prioritization should be once per year as a step in the annual Planning process?



Role and Responsibilities of Participants

- ICANN Planning team to facilitate prioritization workshops with participants during May/June
- Participants use the tools and techniques (to be determined as part of this framework) to provide recommendations of what the priorities should be
- ICANN Planning team to share results from prioritization consultations with others and encourage additional dialogue and input

Structure of Participation

1. Consultations with SO/ACs, followed by community public webinars
2. Participation in a formalized structure that is agreed upon/ developed, such as a community group or committee
3. A separate public comment process on prioritization of activities prior to development of the draft operating plans

All conducted consultations will serve as input to help ICANN org develop the draft Prioritization Framework

Poll - Participants

Select which Structure of Participation would you suggest - check one:

1. Consultations by SO/ACs and then community public webinars.
2. Form a group / committee as a formalized structure.
3. A separate public comment process on prioritization of activities prior to development of the draft operating plans.



Overview of Prioritization Techniques

Techniques Researched:

1. Hierarchy of Purpose	✓	7. Thrive Guide to Prioritization
2. Transparent Choice Project Prioritization	✓	8. DACI Decision-Making Framework
3. Team Gantt	✓	9. Kano Model
4. Risk-Cost-Value-Effort (RCVE)	✓	10. Quality Function Deployment (QFD)
5. Opportunity Scoring		11. Importance/Performance Matrix
6. Value vs. Complexity		

Prioritization Techniques Highlights

Prioritization technique	Description	Why it suits ICANN	Pros	Cons
Hierarchy of purpose	It examines the purpose, priorities, projects, people, and performance. It clarifies what is most important, providing clear direction to inform all decision-making, especially when there are multiple competing priorities.	Appropriate for a mission-driven organization such as ICANN.	It creates a clear hierarchy which, when embedded across the organization, can provide consistent and clear guidance for all decision-making on what to prioritize.	It emphasizes top-down decision making.
Transparent Choice Project Prioritization	It is a more in-depth approach based on stakeholder-approved criteria and weighting.	Appropriate for a mission-driven organization such as ICANN, eventually combined with other techniques.	Comprehensive, transparent and systematic approach to prioritization. Criteria and weighting create clear expectations around decision-making. Participatory approach with diverse stakeholders.	It may be overly complex and time-consuming to develop criteria with stakeholders, assign weighting and seek stakeholder input and approval.
Team Gantt	It is a simple, 5-step process based upon assessing business impact, importance, urgency, and bandwidth.	Some features of this approach may be useful to consider in creating a 'hybrid' framework for prioritization.	It is a simple, easy to follow method that prioritizes based on urgency and importance. It considers bandwidth constraints.	Criteria may be unclear and leaves a lot of room for interpretation and subjectivity
Risk-Cost-Value-Effort (RCVE)	This matrix is best used when an organization needs to prioritize a series of important issues and decide those to focus on for achieving their strategic and operational goals. The outcome of the process should be used as a guideline and not a definitive answer.	The four criteria of RCVE may be a bit limiting for criteria such as relevance to mission and values, or dependency on other projects	It is simple, easy to understand and use calls for collective stakeholder clarification and articulation of definitions for each criteria. Stated to be Stakeholder-centric.	Does not allow space for additional criteria beyond RCVE which may be a bit limiting. It assumes stakeholder consensus on the ranking/placement of projects against these criteria and does not provide guidance on how to address conflicting rankings.

Poll - Techniques



Do you agree with the recommendation of using one or a combination of couple prioritization techniques presented?



Project Next Steps and Timeline

Next Steps

Step	Timing
Complete initially planned consultations	By ICANN 72, October 2021
Publication of version 1 Draft Framework as a resource document with the Draft FY23 OP&B public comment period	Early December 2021
Run Pilot with Community	January / February 2022
Publish list of Prioritized activities from the Pilot	March 2022
Publish version 2 of the proposed Process and Implement first year of process for FY24 Planning	May & June 2022
Revise and Adjust Process as agreed upon in iterations of the annual planning process (version 3+)	On going continuous improvement

How to Get Involved in ICANN's Planning Process



Visit the Finance and Planning Community Wiki to review the latest webinars on Planning and Finance Topics

<https://community.icann.org/display/projfinadhocs/ICANN+Finance+and+Planning+Webinars>



Subscribe to the community-finance@icann.org email list for regular updates on planning activities

Send an email to planning@icann.org With a request to be added to this mailing list



Email the planning team with any planning questions
Email: planning@icann.org