

PMO MVP Service Catalogue Builder™

Design only what solves real business pain. Deliver it within 90 days.

PMO Leader: _____ Organisation: _____

Date: _____ Sponsor Name: _____

HOW TO USE

1. Complete one row per service. Start with your highest-priority root causes from Step 2. Design four to six active services maximum.
2. Every service must pass all Five Design Tests™ (Section 2). Any service that fails even one test moves to the Phase 2 list (Section 4).
3. Score each service on the Prioritisation Matrix™ (Section 5). Identify your Top 3 Quick Wins™ (Section 6) — these anchor your 90-Day Value Proof Sprint™.
4. Complete the Sponsor-Readiness Checklist (Section 7) before presenting this catalogue to your executive sponsor.

RULE

The Single Design Principle

Before you write a single service — absorb this.

"Design only what solves real business pain. Everything else is overhead."

Ahmed Jadelrab · Founder, RUN PMO Consulting™

TARGET

4–6 active services maximum

Fewer services delivered well beats more services delivered partially. Every time.

PROOF POINT

90-day visibility required

Every service must produce a result your sponsor can confirm within 90 days of launch.

CONSTRAINT

Design for the team you have

Not the team you hope to build. The capability you have today determines what you promise today.

02

The Five Design Tests™

Apply to every service before including it in your catalogue.

THE FIVE DESIGN TESTS™ — Every service must pass ALL five before it is included in your catalogue.

#	Test	The Question	Pass / Fail → (circle or tick)
01	Root Cause — not symptom	<i>Traces to a confirmed root cause from your Step 2 scan?</i>	✓ PASS X FAIL → Move to Phase 2 list
02	Sponsor-visible in 90 days	<i>Can your sponsor see a decision, risk, or benefit within 90 days?</i>	✓ PASS X FAIL → Move to Phase 2 list
03	Team-deliverable now	<i>Can your current team deliver this with today's capability?</i>	✓ PASS X FAIL → Move to Phase 2 list
04	Outcome — not activity	<i>Does it produce a business outcome, not a PMO artefact?</i>	✓ PASS X FAIL → Move to Phase 2 list
05	Has a 'stop doing' counterpart	<i>What does the PMO stop doing to create capacity for this?</i>	✓ PASS X FAIL → Move to Phase 2 list

03

Your Active Service Catalogue™

Design 4–6 services. Each must pass all Five Design Tests™.

SERVICE 01 Service Name: _____		
BUSINESS PROBLEM IT SOLVES <i>Which root cause from your Step 2 scan does this directly fix?</i> _____ _____ _____ _____		EXECUTIVE BENEFIT STATEMENT <i>Complete: 'This enables leadership to...'</i> _____ _____ _____ _____
DELIVERY TIMELINE <input type="checkbox"/> 0–30 days <input type="checkbox"/> 31–60 days <input type="checkbox"/> 61–90 days <input type="checkbox"/> 90+ days	SUCCESS METRIC (90-DAY PROOF POINT) <i>Specific, visible result sponsor can confirm</i> _____ _____ _____	'STOP DOING' COUNTERPART <i>What existing low-value activity is retired?</i> _____ _____ _____

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SERVICE 02	Service Name: _____	
BUSINESS PROBLEM IT SOLVES <i>Which root cause from your Step 2 scan does this directly fix?</i> _____ _____ _____ _____	EXECUTIVE BENEFIT STATEMENT <i>Complete: 'This enables leadership to...'</i> _____ _____ _____ _____	
DELIVERY TIMELINE <input type="checkbox"/> 0–30 days <input type="checkbox"/> 31–60 days <input type="checkbox"/> 61–90 days <input type="checkbox"/> 90+ days	SUCCESS METRIC (90-DAY PROOF POINT) <i>Specific, visible result sponsor can confirm</i> _____ _____ _____ _____	'STOP DOING' COUNTERPART <i>What existing low-value activity is retired?</i> _____ _____ _____ _____

SERVICE 03	Service Name: _____	
BUSINESS PROBLEM IT SOLVES <i>Which root cause from your Step 2 scan does this directly fix?</i> _____ _____ _____ _____	EXECUTIVE BENEFIT STATEMENT <i>Complete: 'This enables leadership to...'</i> _____ _____ _____ _____	
DELIVERY TIMELINE <input type="checkbox"/> 0–30 days <input type="checkbox"/> 31–60 days <input type="checkbox"/> 61–90 days <input type="checkbox"/> 90+ days	SUCCESS METRIC (90-DAY PROOF POINT) <i>Specific, visible result sponsor can confirm</i> _____ _____ _____ _____	'STOP DOING' COUNTERPART <i>What existing low-value activity is retired?</i> _____ _____ _____ _____

SERVICE 04	Service Name: _____	
BUSINESS PROBLEM IT SOLVES	EXECUTIVE BENEFIT STATEMENT	

<p>Which root cause from your Step 2 scan does this directly fix?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>Complete: 'This enables leadership to...'</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>DELIVERY TIMELINE</p> <p><input type="checkbox"/> 0–30 days</p> <p><input type="checkbox"/> 31–60 days</p> <p><input type="checkbox"/> 61–90 days</p> <p><input type="checkbox"/> 90+ days</p>	<p>SUCCESS METRIC (90-DAY PROOF POINT)</p> <p><i>Specific, visible result sponsor can confirm</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>'STOP DOING' COUNTERPART</p> <p><i>What existing low-value activity is retired?</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

<p>SERVICE 05</p>	<p>Service Name: _____</p>	
<p>BUSINESS PROBLEM IT SOLVES</p> <p><i>Which root cause from your Step 2 scan does this directly fix?</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>EXECUTIVE BENEFIT STATEMENT</p> <p><i>Complete: 'This enables leadership to...'</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>DELIVERY TIMELINE</p> <p><input type="checkbox"/> 0–30 days</p> <p><input type="checkbox"/> 31–60 days</p> <p><input type="checkbox"/> 61–90 days</p> <p><input type="checkbox"/> 90+ days</p>	<p>SUCCESS METRIC (90-DAY PROOF POINT)</p> <p><i>Specific, visible result sponsor can confirm</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>'STOP DOING' COUNTERPART</p> <p><i>What existing low-value activity is retired?</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

<p>SERVICE 06</p>	<p>Service Name: _____</p>	
<p>BUSINESS PROBLEM IT SOLVES</p> <p><i>Which root cause from your Step 2 scan does this directly fix?</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>EXECUTIVE BENEFIT STATEMENT</p> <p><i>Complete: 'This enables leadership to...'</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

DELIVERY TIMELINE	SUCCESS METRIC (90-DAY PROOF POINT)	'STOP DOING' COUNTERPART
<input type="checkbox"/> 0–30 days <input type="checkbox"/> 31–60 days <input type="checkbox"/> 61–90 days <input type="checkbox"/> 90+ days	<i>Specific, visible result sponsor can confirm</i> <hr/> <hr/> <hr/> <hr/> <hr/>	<i>What existing low-value activity is retired?</i> <hr/> <hr/> <hr/> <hr/> <hr/>

04 **Phase 2 Service List**
Services that didn't pass the Five Design Tests™ — real, but not ready. Keep here until conditions are met.

PHASE 2 SERVICE 07	Service Name: _____	
WHY IT'S ON PHASE 2 LIST	CONDITIONS FOR ACTIVATION	
<i>Which design test did it fail — and why?</i>	<i>What must be true before this service is activated?</i>	
Test failed:	_____	
Reason:	Target Quarter: _____	

PHASE 2 SERVICE 08	Service Name: _____	
WHY IT'S ON PHASE 2 LIST	CONDITIONS FOR ACTIVATION	
<i>Which design test did it fail — and why?</i>	<i>What must be true before this service is activated?</i>	
Test failed:	_____	
Reason:	Target Quarter: _____	

PHASE 2 SERVICE 09	Service Name: _____	
WHY IT'S ON PHASE 2 LIST	CONDITIONS FOR ACTIVATION	
<i>Which design test did it fail — and why?</i>	<i>What must be true before this service is activated?</i>	
Test failed:	_____	
Reason:	Target Quarter: _____	

Service Name: _____

WHY IT'S ON PHASE 2 LIST

Which design test did it fail — and why?

Test failed:

Reason: _____

CONDITIONS FOR ACTIVATION

What must be true before this service is activated?

Target Quarter: _____

05

Prioritisation Matrix™

Place each service into one of four quadrants based on business impact and delivery effort.

INSTRUCTIONS: Write each service number (01–10) in the quadrant that best reflects its Impact vs Effort profile. Services in the Quick Wins quadrant should form your active catalogue. Services in Major Projects move to Phase 2. Thankless Tasks go to your 'stop doing' list.

		LOW EFFORT <i>Team can deliver with current capability</i>	HIGH EFFORT <i>Requires new capability or significant time</i>
HIGH IMPACT	<p>★ QUICK WINS <i>High business value. Deliverable now.</i> Priority services for your 90-Day Sprint™</p> <p>Service 01: _____</p> <p>Service 02: _____</p> <p>Service 03: _____</p> <p>Service 04: _____</p> <p>Service 05: _____</p>	<p>🚧 MAJOR PROJECTS <i>High value but needs investment & planning.</i> Phase 2 — plan capability before committing</p> <p>Service 01: _____</p> <p>Service 02: _____</p> <p>Service 03: _____</p> <p>Service 04: _____</p> <p>Service 05: _____</p>	
	<p>☑ FILL-INS <i>Low value, low effort — useful but not critical.</i> Consider only after Quick Wins are running</p> <p>Service 01: _____</p> <p>Service 02: _____</p> <p>Service 03: _____</p> <p>Service 04: _____</p> <p>Service 05: _____</p>	<p>✗ THANKLESS TASKS <i>High cost, low return — stop or deprioritise.</i> Add these to your 'stop doing' counterpart list</p> <p>Service 01: _____</p> <p>Service 02: _____</p> <p>Service 03: _____</p> <p>Service 04: _____</p> <p>Service 05: _____</p>	
LOW IMPACT			

← EFFORT AXIS — Low Effort (left) to High Effort (right) →

06

Your Top 3 Quick Wins™

Select your three highest-priority services to anchor the 90-Day Value Proof Sprint™.

★ YOUR TOP 3 QUICK WINS™

From your Prioritisation Matrix — select the three services that are High Impact / Low Effort and can be sponsor-visible within 60–90 days. These become the anchor of your 90-Day Value Proof Sprint™.

QUICK WIN #1

Service Name:

90-Day Proof Point:

Success Looks Like:

Sponsor Must Decide:

QUICK WIN #2

Service Name:

90-Day Proof Point:

Success Looks Like:

Sponsor Must Decide:

QUICK WIN #3

Service Name:

90-Day Proof Point:

Success Looks Like:

Sponsor Must Decide:

07

Sponsor-Readiness Checklist

Complete all eight checks before your sponsor presentation.

DESIGN DASHBOARD — SPONSOR-READINESS CHECKLIST

Confirm all eight items before presenting your design to your executive sponsor. If any item is unchecked — return to the workbook.

- Every service in my active catalogue traces to a confirmed root cause from my Step 2 scan
- Every service passes all Five Design Tests™ — none moved forward without passing all five
- At least one service has a visible, sponsor-confirmable result within 60 days of launch
- My governance model has three clearly defined tiers, each with named forums and escalation thresholds
- My PMO Business Case is written in sponsor language — outcomes and risk, not processes and artefacts
- I have named three specific decisions my sponsor must make, with owners and timelines
- My Talent Needs Map is complete — all Critical gaps have a concrete plan to close them before launch

My Top 3 Quick Wins™ are selected and documented — ready to anchor the 90-Day Value Proof Sprint™

The catalogue is complete. The presentation is ready.

Now go and have the conversation that earns the next 90 days.