

# Continuous Value Model

A principles-based structure for solving complex problems and generating measurable value.

Our Continuous Value Model describes how we solve problems and generate value for all of the work we do. We apply a principles-based and collaborative approach that is adaptable across diverse contexts. It is considered, measured, and scalable, and draws upon the breadth and depth of expertise available across the organization.

## Continuous Value Model

We bring together recognized leading practices in the domains of Project, Program, and Portfolio Management (P3M); Systems Engineering (SE); software development and sustainment; and the provision of security services to deliver value for our clients. We emphasize contextual tailoring to meet the unique demands of each endeavour, while maintaining the balance between structure and adaptability so that, regardless of scope or complexity, the approach remains relevant, consistent, and effective.

### Guiding Principles

At its core are eight guiding principles applied across six phases of activity.

#### 1. PURPOSE & VALUE FIRST

What we deliver must create measurable value. Every activity, artifact, and decision must be traceable to a clear business need and benefit.

#### 2. STAKEHOLDER CO-CREATION

Success is defined in different ways by different stakeholders, so we engage them continuously. Decisions benefit from diverse insights and shared ownership.

#### 3. CONTEXTUAL TAILORING AND SCALABILITY

Frameworks, tools, and documentation are adapted to the diverse contexts while preserving core principles.

#### 4. ITERATIVE AND TIME-BOXED DELIVERY

Where possible, we break work down into short, repeatable cycles to manage complexity and adapt quickly.

#### 5. CLEAR GOVERNANCE, ROLES AND ACCOUNTABILITY

Work, decisions, progress, and problems are made visible and managed with clear thresholds and responsibilities.

#### 6. PROACTIVE QUALITY, RISK, AND COMPLEXITY MANAGEMENT

Quality standards are upheld, threats and opportunities anticipated, and complexity simplified where possible.

#### 7. ADAPTIVE LEADERSHIP AND DECISION-MAKING

Leadership, self-organization, and critical thinking are encouraged and developed within teams. Leaders flex their individual style to support teams and respond to change.

#### 8. CONTINUOUS LEARNING AND IMPROVEMENT

Performance is reassessed relentlessly through embedded feedback loops and retrospective practices. Lessons are applied deliberately to refine plans, practices, and even objectives.



# Activity Phases

The activity phases are cyclical and iterative to encourage continuous learning and ensure adaptability to potentially changing requirements.



## PHASE 1: DISCOVERY

We gain a deep understanding of the needs to ensure alignment with the outcomes or end user.



## PHASE 2: ANALYSIS

Through analysis of the As-Is and the To-Be we determine the scope of what is required.



## PHASE 3: APPROACH

We determine the most effective approach to take, which may include the use of P3M practices such as Agile or the application of Systems Engineering. We do not place constraints on the development of a bespoke approach.



## PHASE 4: DEVELOPMENT

Development of the solution may range from staff augmentation through to the provision of a fully staffed team, such as a Project Management Office (PMO). We prioritize expertise aligned with the delivery domain and understand the 'mission-focus'.



## PHASE 5: DELIVERY

We execute the work defined during the previous phases, supported by appropriate governance, oversight, tools, and techniques to ensure value is realized on time, within cost, and with risk robustly managed.



## PHASE 6: REVIEW

A critical component where performance is assessed, lessons learned are gathered, and preparation begins for a new activity cycle.

Our teams include professionals whose backgrounds reflect the operational environments we support, including military veterans, technical specialists, and other domain experts.

# A Consistent Way of Working

Our Continuous Value Model succinctly defines how our business-wide culture, with deep foundations in delivering real value, is sustained.

It reflects a commitment to supporting Canada's defence and security through a consistent, coherent, and value-added approach regardless of the end user.

We take ownership of project success and apply the same approach internally as we do for our clients. The guiding principles inform how work is planned, executed, and improved over time.

## Applying Our Continuous Value Model

If you're exploring how this approach could apply to your organization or program, we are ready to connect.

[CONTACT US](#)

# Built to Deliver

We are a 100% Canadian defence company delivering embedded expertise and secure technical solutions that strengthen national security and support those who serve.

## Contact us

+1-613-237-3022  
[adga.ca](http://adga.ca)

