FAQ

Demand Management FAQ:
Your Top Demand Management Questions, Answered

Most teams have plenty of requests. What's missing is a consistent way to decide which ones matter. Work shows up through email, chat, hallway conversations, and executive asks, and before long, teams are delivering work that was never part of the plan.

In a recent Planview benchmark, 6 in 10 organizations report they lack timely, accurate, and meaningful data to make intake decisions with confidence, which turns requests into chaos and reprioritization into guesswork.

That data gap is exactly where AI runs into trouble, and exactly where it can help. AI can surface patterns, flag risk, and offer a first-pass read on a request, but it can only work with what it's given. Clean, consistent intake is what makes those recommendations worth trusting.

WE ALREADY HAVE AN INTAKE FORM. WHY DO WE NEED DEMAND MANAGEMENT?

An intake form collects requests. Demand management decides what happens to them next. Without shared criteria and visibility, every request gets evaluated differently, if it gets evaluated at all, and the loudest voice tends to win. A single, visible path brings consistency, so low-value work stops crowding out high-value work.

HOW DO WE EVALUATE DIFFERENT TYPES OF DEMAND CONSISTENTLY?

Agree on what "value" means before requests arrive, then apply the same lens to everything: ideas, business requests, IT requests, projects, and enhancements. Score each one against strategic alignment, value, risk, customer impact, and capacity. Mature teams use AI to generate a first-pass score so people spend their time on the judgment calls.

WHAT INFORMATION DO WE REALLY NEED TO MAKE A GOOD DEMAND DECISION?

Less than most teams expect, though more than a title and a due date. Capture the problem or opportunity, the desired outcome, strategic alignment, rough effort, dependencies, and expected value. Start with a practical minimum and refine intake as the process matures.

HOW DO WE BALANCE DEMAND AGAINST CAPACITY AND BUDGET?

New requests often get approved without checking what teams are already committed to, and that's how overcommitment happens. Demand and capacity need to be visible together, so reprioritization is deliberate and defensible. Teams stop starting work they can't staff.

HOW DO WE TELL LEADERSHIP "NO," OR "NOT YET"?

Let the criteria carry the answer. When every request is scored against the same yardstick and weighed against real capacity, the conversation shifts from opinion to evidence, and a pet project competing with higher-value, better-aligned work becomes a visible trade-off instead of a personal standoff.

WON'T MORE PROCESS SLOW US DOWN?

Lightweight, front-end evaluation means requests arrive well-defined, aligned, and resourced before work begins, which cuts down on delays, rework, and last-minute escalations later. The aim is less chaos, achieved with a little more structure up front.

Where Are You Today?

- **Unstructured intake.** Requests come in through email, chat, and hallway conversations. The loudest voice wins.
- **Centralized but manual.** One intake path, but scoring lives in spreadsheets and decisions still hinge on who's in the room.
- **Integrated and objective.** One view of demand, capacity, and trade-offs, built on consistent criteria. AI flags patterns and risk; people decide.

Wherever you are, the next step is the same: bring more of your intake into the light.

Turn intake into impact. Download *From Intake to Impact: Turning Demand and Prioritization into Strategic Advantage* and learn how to move from reactive chaos to strategic clarity.

SHOW ME HOW

See how to centralize demand and apply objective prioritization that ties every decision to strategy.

EXPLORE THE PLATFORM