

## Resource type: Project 13

### Project 13 Commercial Handbook – commercial principles

Aligning goals and expressing the required outcomes is particularly important when setting the commercial approach of a high performing enterprise, broken down in the *Project 13 Commercial Handbook* to **six key commercial principles**:

1. **Alignment** – where commercial performance measures are aligned to delivery of outcomes to the customer/end user.
2. **Reward** – where reward mechanisms in the enterprise structure are based on value added in exceeding the outcomes, not competed lowest cost for a component.
3. **Risk** – where risks that the infrastructure owner or investor are accountable for are not transferred to the supply chain.
4. **Engagement** – where the enterprise comes together at a much earlier stage in the asset enhancement/creation lifecycle.
5. **Scale** – where the enterprise model yields the greatest benefits when applied across asset systems/portfolios.
6. **Time** – where the relationships between organisations last over a longer time period.