

In this talk, Trygve will share his DQ journey from his experience with Chevron and ThinQ with emphasis on Framing. Framing, however, ought to be done in context of clear values and trade-offs, and alternatives. Hence, framing will in this talk embrace these three DQ elements. Framing is often mentioned as the most overlooked DQ element, yet it should be the catalyst for value creation. In this talk we'll dive into aspects of how organizations can capture value from framing and explore framing lessons learned from real projects.