

BUILDING AN EFFECTIVE BUSINESS CASE

A great business case is about more than just the numbers; it's about enabling a strategic business decision to be made with complete confidence.

Strategic Direction

Align your business case to the overall strategic direction of the company by:



Defining and Prioritising Outcomes

Where is the business looking to go strategically?



Understanding Challenges

What are the key blockers?



Identifying Actions

What actions do you need to take to overcome these challenges?



Generating the Case

Only once the strategic direction is set should the business case for investment be generated via:



Estimating Benefits

Turn the potential benefits of your transformation project into a financial figure.



Estimating Costs

Calculate the costs associated with the change and provide a point of comparison, even if it's a comparison to taking no action at all.



Production and a Review of the Final Output

Offset costs versus benefits, review ROI and time to value.