

The Business Case



How to make a solid Business Case

- * A **Business Case** captures the reasoning for initiating a project or task.
- * It is often presented in:
 1. a well-structured written document but may also sometimes come in the form of
 2. a short verbal argument or presentation.
- * The logic of the business case is that, whenever resources such as money or effort are consumed, they should be in support of **a specific business need.**

* What is a Business Case

* A **Business Case** is about what happens if we take this course of action?

“Should we make this investment?”

* A **Business Plan** describes how an organization or business unit intends to navigate successfully through its own unique competitive environment.

“Describes the who, how, what and where of the business”

* Business Case vs. Business Plan

- * Demonstrate the value of a proposed product or service
 - * To your organization
 - * To your customer(s)
 - * To your (potential) partners or investors
- * Prioritize projects and identify which one start or stop
- * Obtain (additional) resources for a new project, initiative or organization
- * Invest in a new capability
- * Outsource a particular function
- * ...

*** Why should you make
a Business Case?**

Always investigate first **why** you make the case and **who** play a role in this:

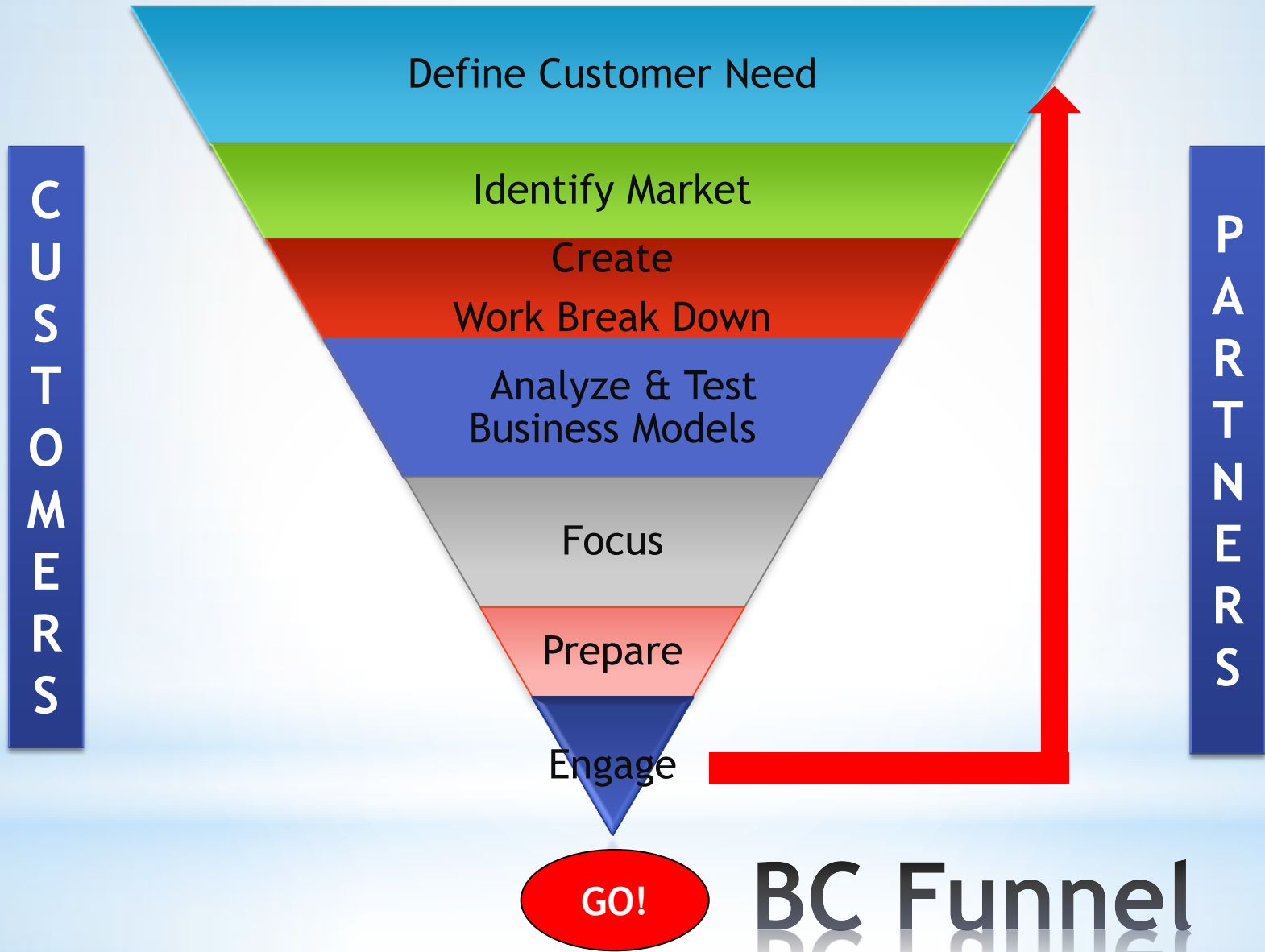
- *The initiator - has an idea / plan
- *The owner - is interested in the benefits
- *The advisor - has the knowledge
- *The investor - has the resources
- *The project manager - can do the implementation
- *The partner - without it will not happen
- ***P1**: The client - needs to buy it!

*Role based perspectives



1. **Define:** scoping, what are the customer need(s)
2. **Identify:** which market and go-to-market approach
3. **Create:** how to deliver, work break down, time frame
4. **Analyze & Test:** the alternative business models
5. **Focus:** make a choice and assess the risks
6. **Prepare:** a BC, PPT, Website, SM & Comms Plan!
7. **Engage:** communicate your Business Case

* A Business Case in 7 steps



- * Always be aware for whom you are make a Business Case:

The Customer!

- * The most important issue when making a Business Case is the justification and convincing of those you want to be involved:
 - * Why do I want to do this and what do you get out of this?
- * Involve as much people as possible, don't select friends but people who can contribute and get something out of this also!
- * Work together with others and invest also in them
- * Focus on what you are good at and let others do what they are good at
- * Practice your 'elevator pitch' all the time
- * Communication is key for success, if you don't have the right skills ask someone in your team to do it who is good at this!

* **Some Tips!**

Questions?
Workshop?
Consultancy?



Contact me by e-mail!