



# BUSINESS CASE

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The business case is a high level statement which is used to convince upper management, stakeholders and often times sponsors of a specific improvement opportunity. It is the heart of a project charter and all other elements of the charter should be in support of your business case. Generally your business case will define how the customer or the organization is being impacted in terms of quality, cost or scheduling. The case may be negative impacts or it could be opportunity based. The business case will then identify the benefits and or the risks of either moving forward with a project or initiative or not moving forward. A business case should always align with the strategic direction of the organization.

## TIPS TO WRITE A STRONG BUSINESS CASE...

- START THE PROCESS EVEN BEFORE YOUR BUSINESS CASE IS PRESENTED.
- SPEAK WITH OTHERS AS YOU PREPARE TO PRESENT YOUR BUSINESS CASE.
- BRAINSTORM DIFFERENT OPTIONS AND GATHER INFORMAL FEEDBACK.
- USE STORYTELLING
- TAKE A DEEPBREATH AND DON'T WORRY.

