

Creating compelling business cases

Everything you need to know



The checklist of do's and don'ts

01 Be realistic

You're ultimately responsible for delivering the project so be realistic in terms of what you can achieve.

Consider how you ask for investment, if you take an agile approach you can test, learn and build to gear your budget towards hitting critical goals. Make sure you have clarity on how you're going to measure and report your KPIs within a framework that allows you to work in an agile way, at pace.

02 Be data-driven

Senior leadership deal in facts and figures. Your business case needs to clearly demonstrate how the initiative impacts the bottom line. Quantify the costs and ROI over the timeframe of the project.

Things to think about are:

- Project or campaign costs including CAPEX or OPEX
- Value of project or campaign e.g. revenue benefits, profit, net new clients net retained clients
- ROI or ROMI (return on marketing investment)

Issues accessing data? Use existing data or third-party data to support your case. Be clear on any assumptions/source of data used.

03 Don't rinse and repeat

What are the real nuggets for why this initiative or strategy is the right thing to do for the business? Forecasts are often based on historical/previous plans. What needs to change? How are your customers buying? What are they interested in? How are they engaging with our brand?

How should that inform your thinking and what do you need to do differently? Invest in the situational analysis to set the scene and foundations for the business case.



04 Tailor to your audience

Marketing, sales, finance. We all speak different languages. Think about what it is your audiences are interested in and how to tailor your case accordingly.

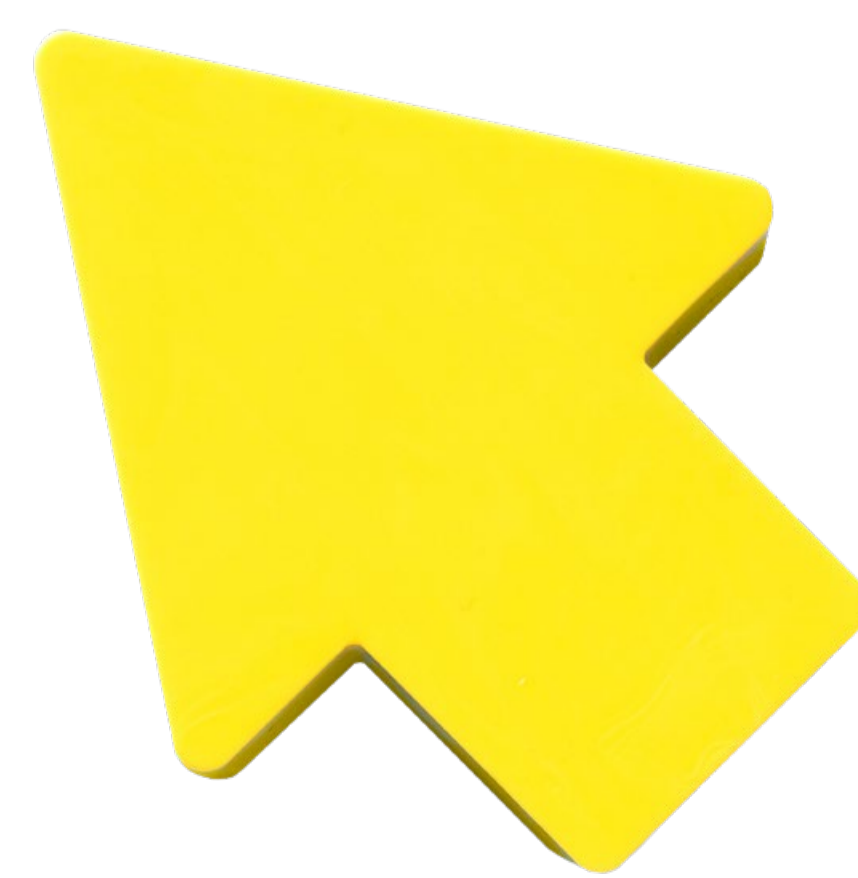
Think about the key stakeholders to involve in the business case creation process and how they can support you to generate buy-in. Validate with key influencers where possible to ensure your business case is iron-clad.



05 Don't shy away from barriers to success

All initiatives have issues and risks. Whilst it's important to demonstrate the value, being upfront on the issues and risks and how these need to be mitigated will be critical to project success.

Whether it's change management, new tooling, processes, capabilities or resource, include the mitigation action required and ensure you have the necessary support from leadership to support the project/initiative.



Book in a virtual coffee with one of our agile marketing experts

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