Preparing Your Business Case

Eve Ash interviews Suzanne Dvorak (CEO, Marie Stopes International).

Many managers and staff are often put in the position where they need to prepare and present a business case to senior staff for approval. This can be a daunting task, particularly for the inexperienced, however there are certain steps that can aid time, delivery and success rate. In this program, Psychologist Eve Ash talks with Suzanne Dvorak, CEO of Marie Stopes International about preparing a successful business case.

Business Case

- A business case is a pitch for an idea or initiative to someone who might be able to fund or back you in getting the idea implemented.

Skills

- You need to come up with the idea, but also be able to complete a written submission.

Mistakes

- Ideas that are not aligned to the organisation's goals and objectives.
- Submissions that are not fully thought through.

Communicating the Business Case

- Before writing the business case talk to people and ensure you know the market.
- Keep the written submission short, two pages.
- Written submission must detail objectives, how it will be executed, impacts, overall costs and time frames.

Preparing the Business Case

- Talk to the people who will be directly impacted by the idea.
- Write a concept paper, detailing the idea and objectives, how it will be executed, impacts, overall costs and time frames.

Risk

- Also consider the risks of not pursuing the idea.

Time Frame

- Will differ depending on the initiative.

Measuring success

- Should happen from the start to completion of the project.

Financial Return

- Business cases that will not generate any obvious financial return could be just as valid.

Rejection

- Rejection can be avoided if you know your audience and angle submission to suit their needs.
- Remember we all get rejected.
- Talk to more experienced people.
- Talk to any 'blockers' and try to understand their resistance.