

**Ten!**

## **Five Stress-Free Tips to a Stellar Business Case**



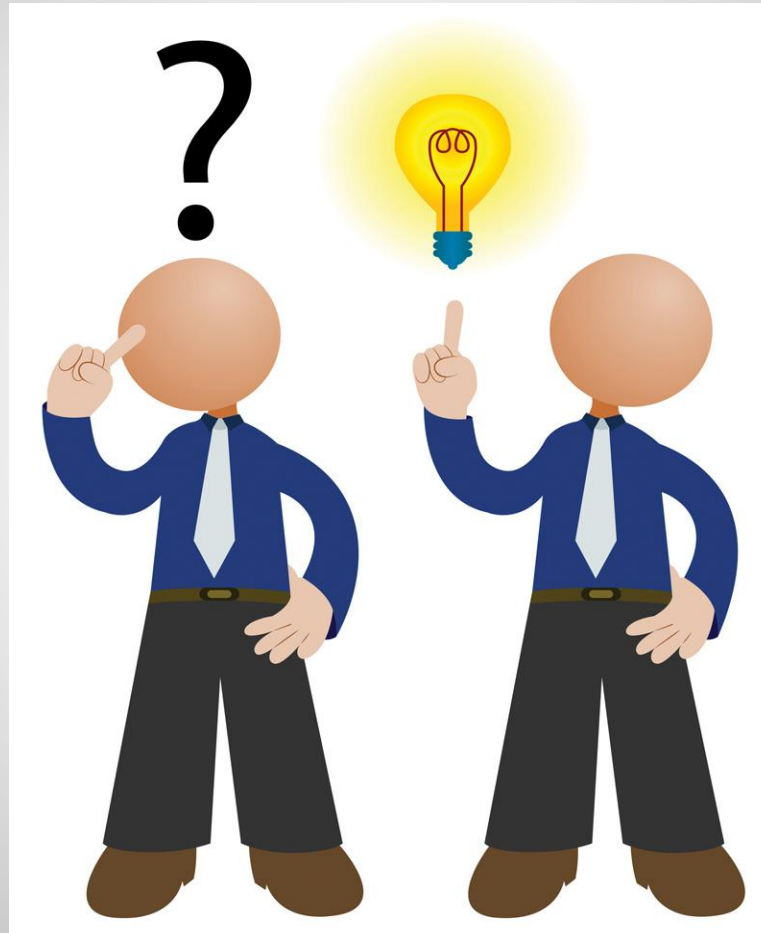
GMIS International 2016 Annual Conference

# Five Stress-Free Tips to a Stellar Business Case

## Agenda

1. Introduction
2. Business Case - What , Why, How
3. Business Case - Elements in template (or not)
4. Tips and Activities
5. Q&A

# What is a Business Case



# Why do it?

## Developing a Business Case

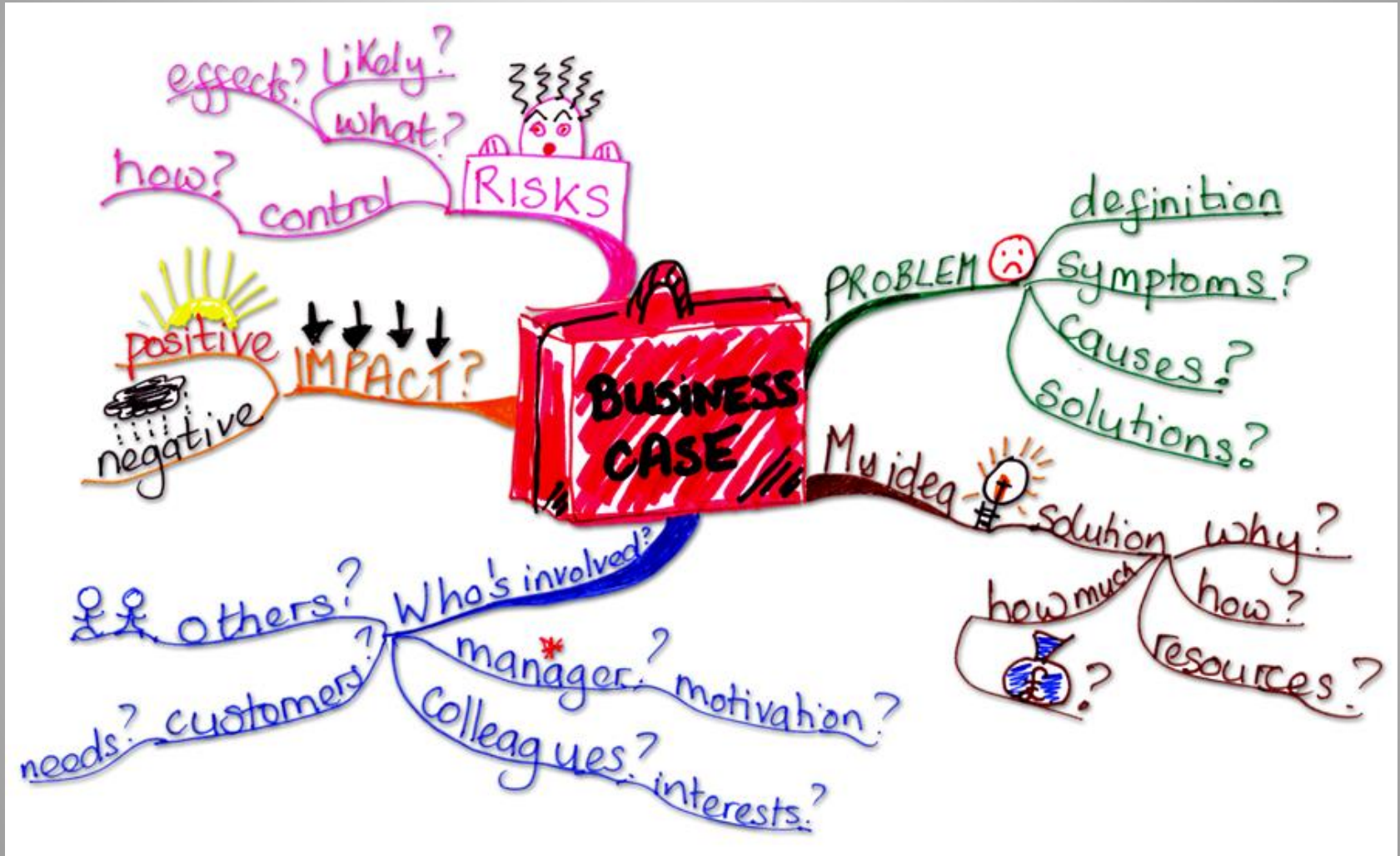


**Before I make my decision, I'd like  
to see those meaningless  
statistics again**

# Business Case – Objective



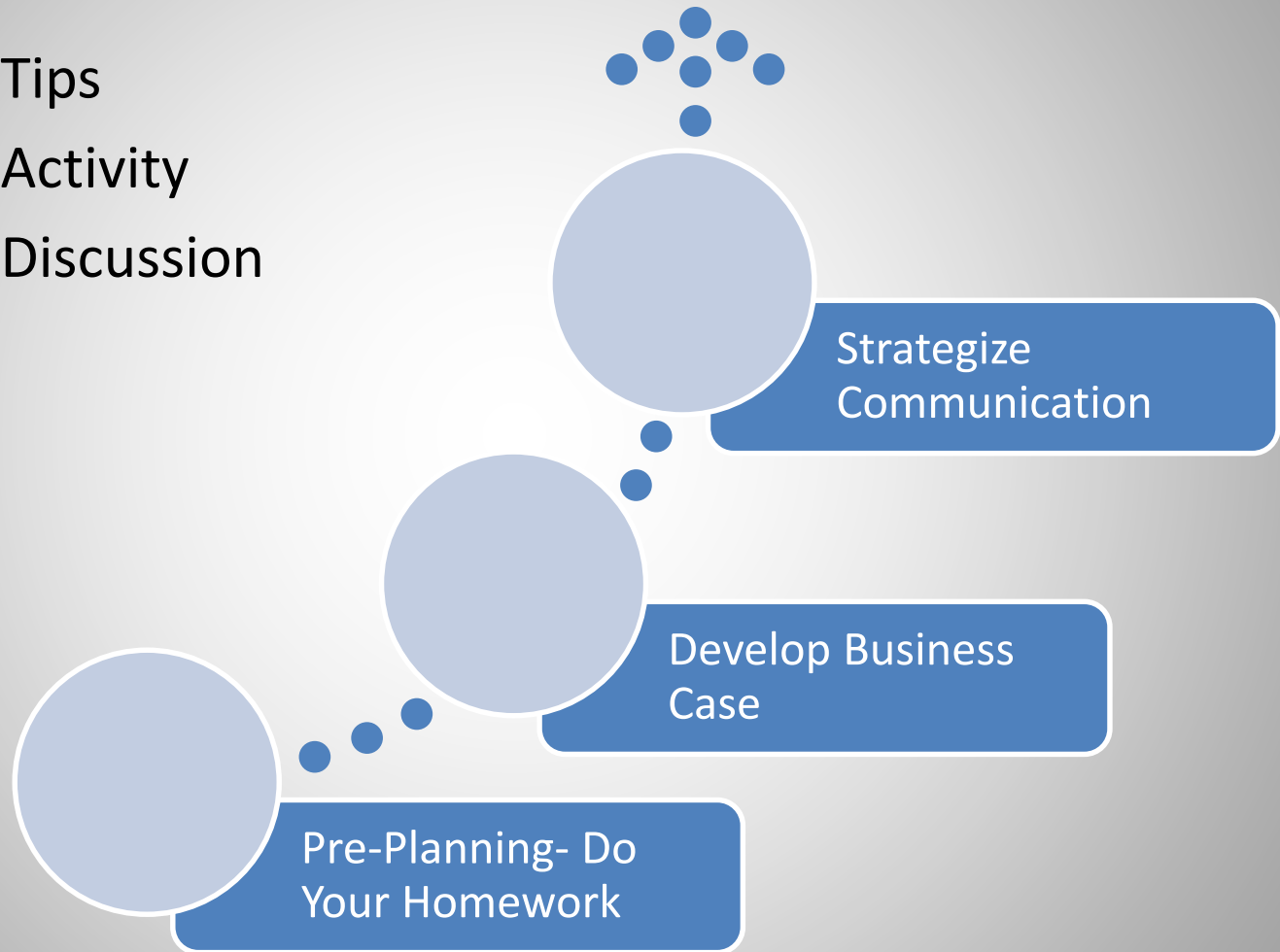
# Business Case – Elements in Templates (or not)





# Following 3 Sections - Tips & Activities

1. Tips
2. Activity
3. Discussion

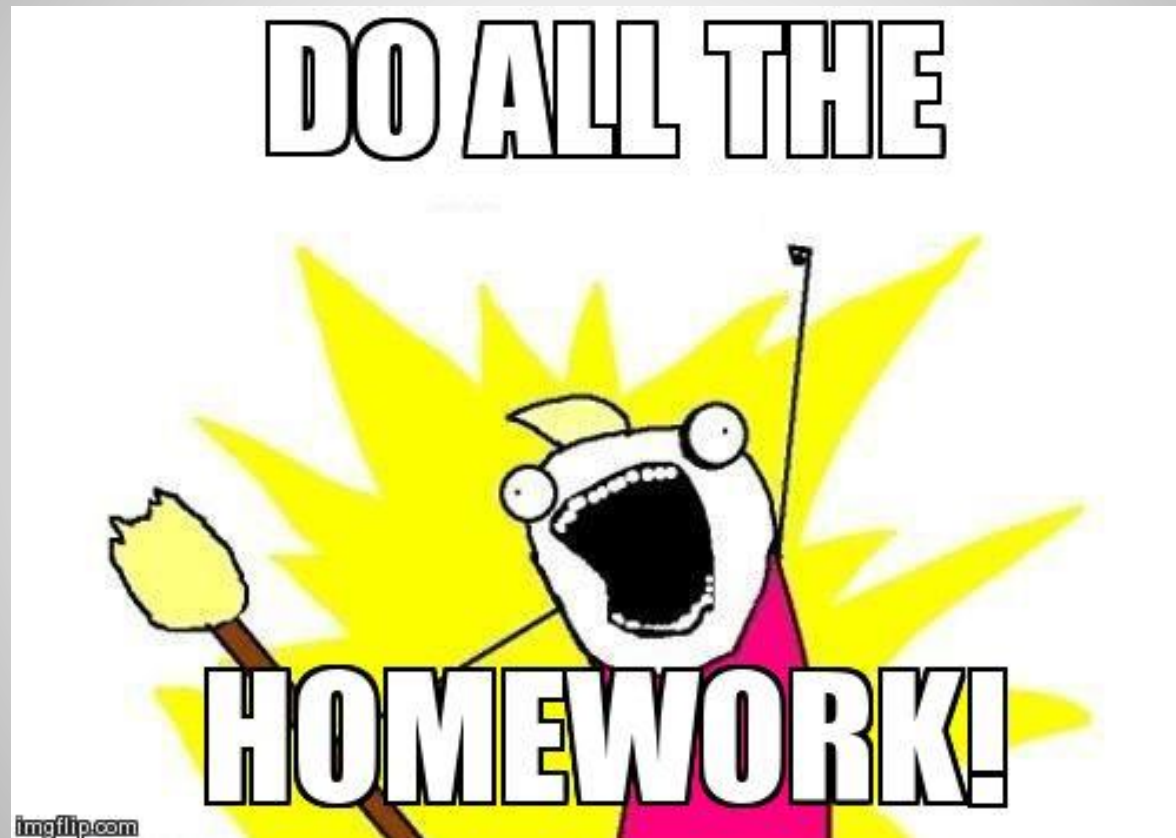


# Section 1 – Plan before you leave home





# Section 1 – Pre-Planning builds foundation



# Section 1 – Activity

## **Disclaimer Notice!!!**

**All Characters and events in this presentation – even those based on real people or projects – are entirely fictional.**

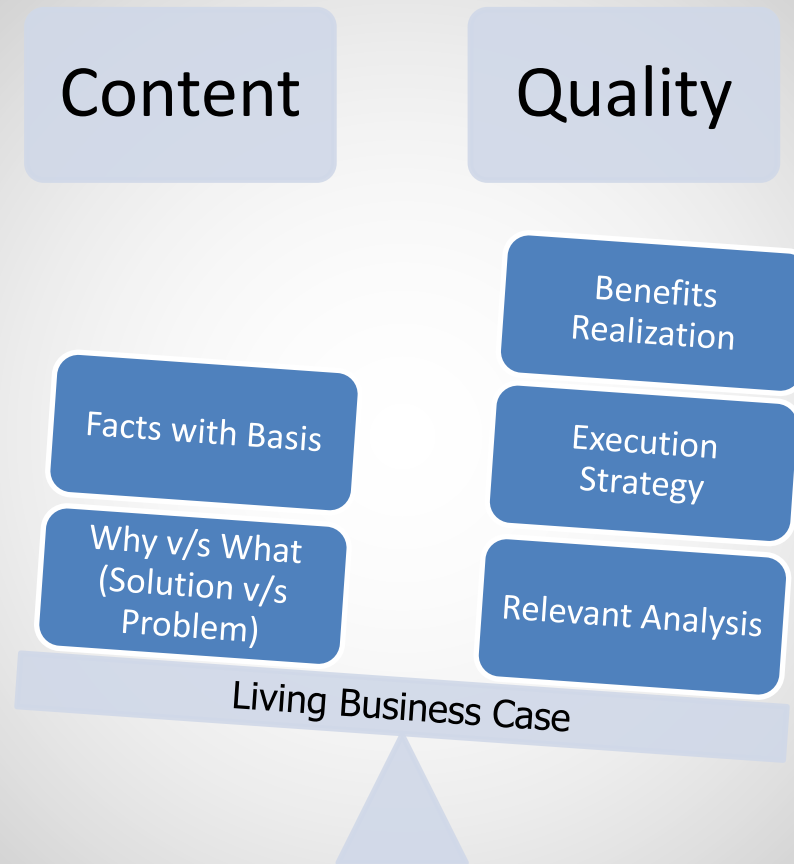
**Any resemblance between dinosaurs and real persons, living or dead, is purely coincidental.**

**However, those depicted by the evolutionary series may be real and in the audience!**

# Section 2 – Develop ~~Technology~~ Business Case



# Section 2 – Develop Business Case

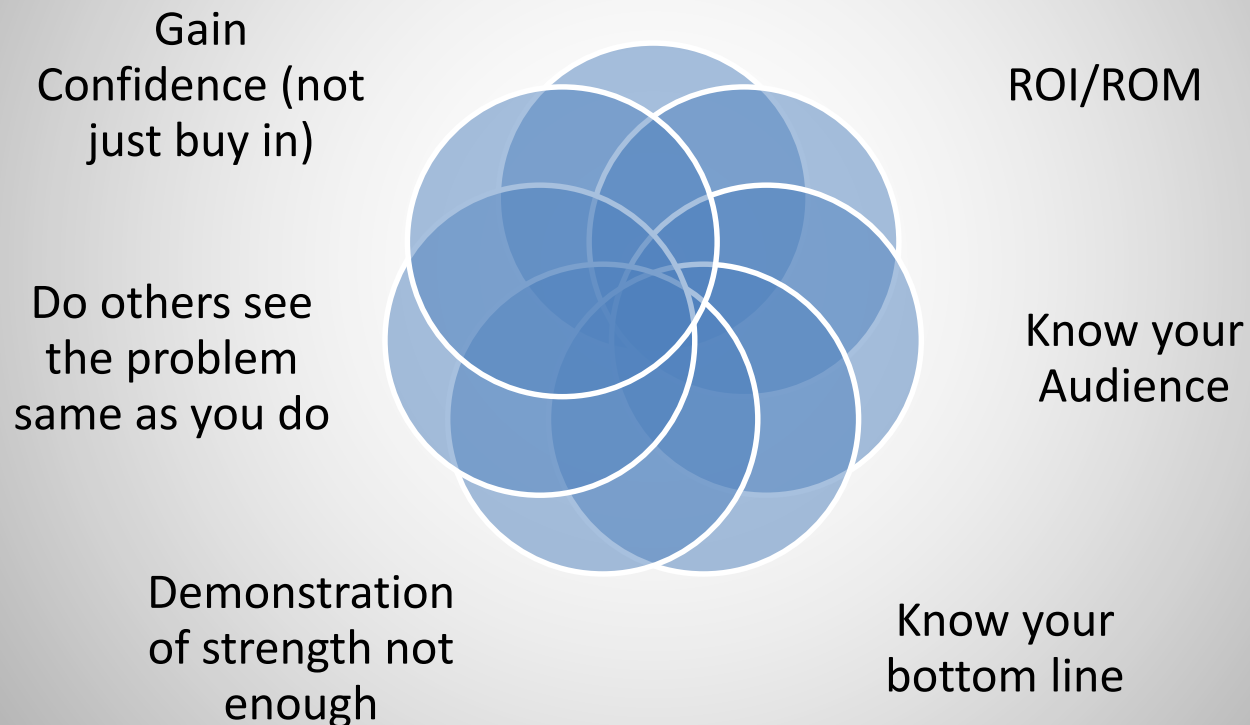


Oftentimes decisions are made with imperfect information.  
Business Case should facilitate informed decision making

# Section 2 – Activity



# Section 3 – Communication Strategy

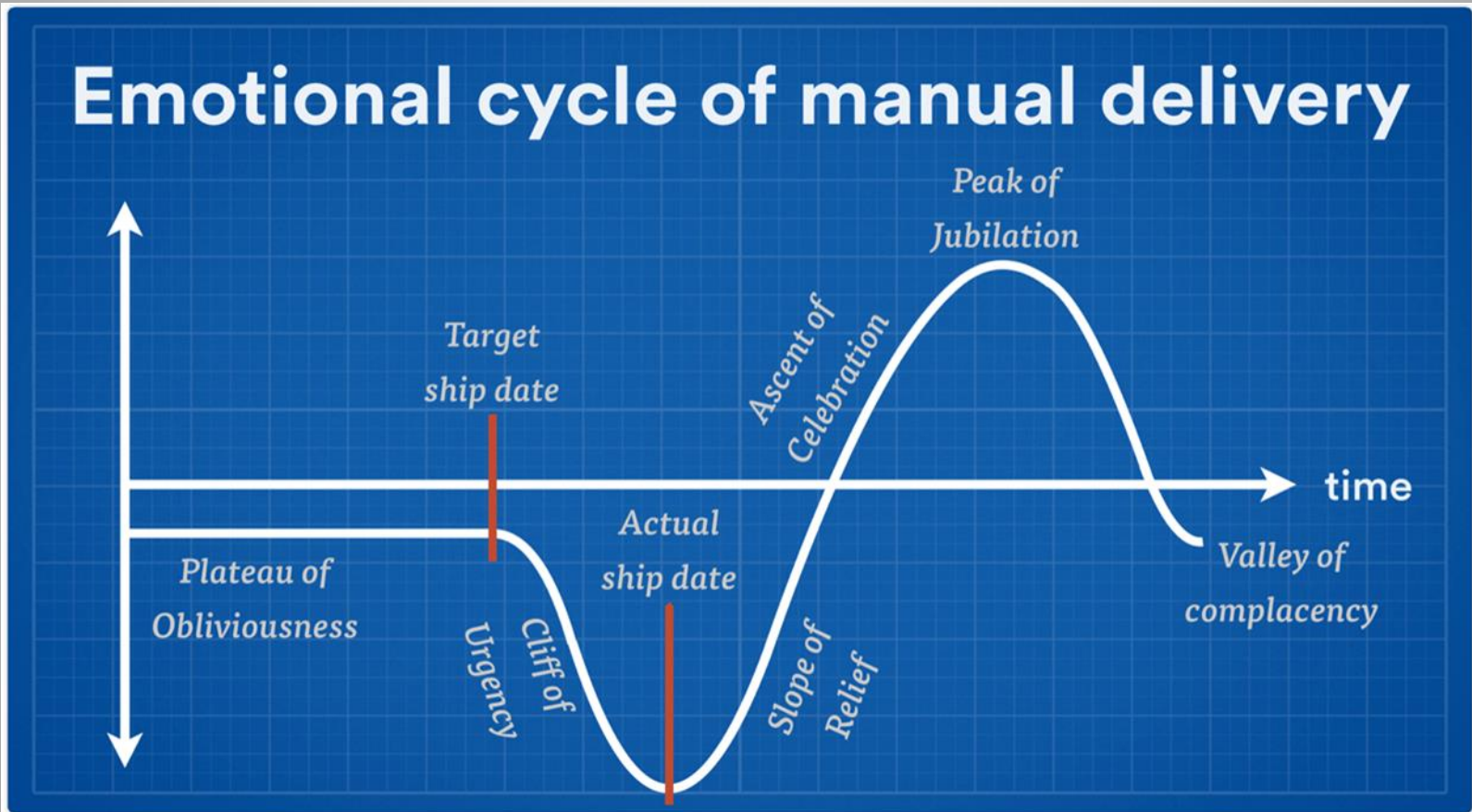




“At some point, everything's gonna go south on you and you're going to say, this is it. This is how I end. Now you can either accept that, or you can get to work. That's all it is. You just begin. You do the math. You solve one problem and you solve the next one, and then the next. And if you solve enough problems, you get to come home.”

–Mark Watney in *The Martian*, from the novel by Andy Weir.

# Section 3 - Activity





**Questions, comments,  
thoughts???**

Thank You!

