



# Business Case Template

Name and Title

March 26, 2020

This sample document is your template for building a business case. A business case is typically a presentation or a proposal to a business leader made by a department seeking funding, approval, or both for an activity, initiative, or project.

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## Template Information

This document is your template for building a business case. A business case is typically a presentation or a proposal to a business leader made by a department seeking funding, approval, or both for an activity, initiative, or project.

## Using this Template

To create a business case from this template, simply do the following:

1. Delete this page.
2. Replace the title on the cover page with "Business Case:", the name of your project, and your name and title and delete the brackets. Replace the logo in the upper left corner.
3. Replace the [bracketed text] in the document header with your case name and delete the brackets.
4. Save your document with a file name of your choice.
5. Update the file name in the document footer by right-clicking and selecting **Update Field**.
6. Complete the entire template. Each section contains brief instructions which should be deleted once your document is finalized.
7. Update the table of contents by right-clicking and selecting **Update Field**, then **Update entire table**.

## Executive Summary

The executive section is a summary of the detail that is provided in subsequent sections of the document. Therefore you should provide an executive summary (high level) that captures only the essential elements of the business case being presented. Include the business case's most pertinent facts in a clear, concise, and strategic overview.

## Introduction

This section should describe the setting, background and context of the Business Case. It should serve to clarify and elaborate the subject matter of the Business Case. It should clearly state the purpose of the Business Case.

## Target Audience

Describe the intended target audience. Is the target audience actively aware of the initiative?

## Business Needs

This subsection contains a clear articulation of the business need in the form of a well-structured statement that addresses the problem or opportunity.

- Where are we now? – by describing the current business environment
- Where do we want to be? – by describing the business objectives
- What is the business need? – by describing the problem or opportunity facing the organization and the associated proposed investment.
- What part of the customer lifecycle (awareness, comparison, advocacy, purchasing, installing, learning, using, supporting, growing) is being addressed / resolved?

## Drivers for Change

Identify the drivers that have triggered the investment proposal. Both internal and external drivers of change should be identified and clearly linked to the business need.

What has triggered the need for change? Describe the drivers for change (samples below):

- Increase product or brand awareness
- Improve product or brand reputation
- Increase web property traffic
- Improve public relations

- Improve search engine ranking
- Improve customer support quality
- Increase lead generation
- Reduce customer acquisition cost
- Reduce customer support cost
- Increase sales revenue
- Increase customer satisfaction index (CSI)

### Anticipated Business Outcomes

Describe the business outcomes. A business outcome is the expected result or benefit that the organization is striving to achieve at the end of an intervention or change

- What are we trying to achieve? Describe desired outcome of the project or initiative.

### Strategic Fit

To make a robust case for change, the business case should demonstrate how the proposed investment fits within the organization's broader strategic context and contributes toward its goals and objectives. This subsection maps the investment proposal to the organizational framework.

### Cost Benefit Analysis

This is the most important parts of the business case as it is often the costs or savings a project yields which win final approval to go forward. It is important to quantify the financial benefits of the project as much as possible in the business case. This is usually done in the form of a cost benefit analysis. The purpose of this is to illustrate the costs of the project and compare them with the benefits and savings to determine if the project is worth pursuing.

### Stakeholder Analysis

Describe the stakeholder environment by considering the types of stakeholders, their specific roles, and their contributions to the realization of the investment.

## Organizational Overview

Describe who will be responsible for the growth initiative in terms of oversight, execution and monitoring; clarify their contributions to the realization of the investment.

## Governance and Oversight

Demonstrate where and how the proposed investment would fit within the organization's broader governance and oversight structure.

## Recommendation

Present the recommendation in a straightforward manner, clearly stating why the organization will benefit by focusing its investment on one particular option.

- How will we get there? Presenting the viable options—and associated costs and benefits—for detailed analysis to assess them against the evaluation criteria that is used to determine an overall recommendation.
- What is the best option? Make the case to recommend a preferred option based on its net advantages over all other viable options.

## Justification

This section justifies why the recommended project should be implemented and why it was selected over other alternatives. Where applicable, quantitative support should be provided and the impact of not implementing the project should also be stated.

## Measuring

Describe how the success of the project or initiative will be measured, i.e., measuring against the business outcome? What are the success factors Year 1-5?

**Signatures**

This section contains the signatures of key stakeholders, indicating they agree with the presentation or proposal as it appears in the business case.

\_\_\_\_\_  
*Full name* *Date*  
*Executive Sponsor*  
*Position, client organization*

\_\_\_\_\_  
*Full name* *Date*  
*Project Sponsor*  
*Position, client organization*

\_\_\_\_\_  
*Full name* *Date*  
*Project Manager*  
*Position, client organization*

\_\_\_\_\_  
*Full name* *Date*  
*Title*  
*Position, other supporting organization*

**Where to submit the business case for approval**

Submit your business case to XX

If you would like a word template of this document,  
please contact [marketing@xtivia.com](mailto:marketing@xtivia.com).

**XTIVIA**

