Building Winning Business Cases

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- Speaking since Early 2014
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Setting the Stage

a.k.a. I Like Analogies

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What Do You See?

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And Behind the Scenes?

What Drives Business?

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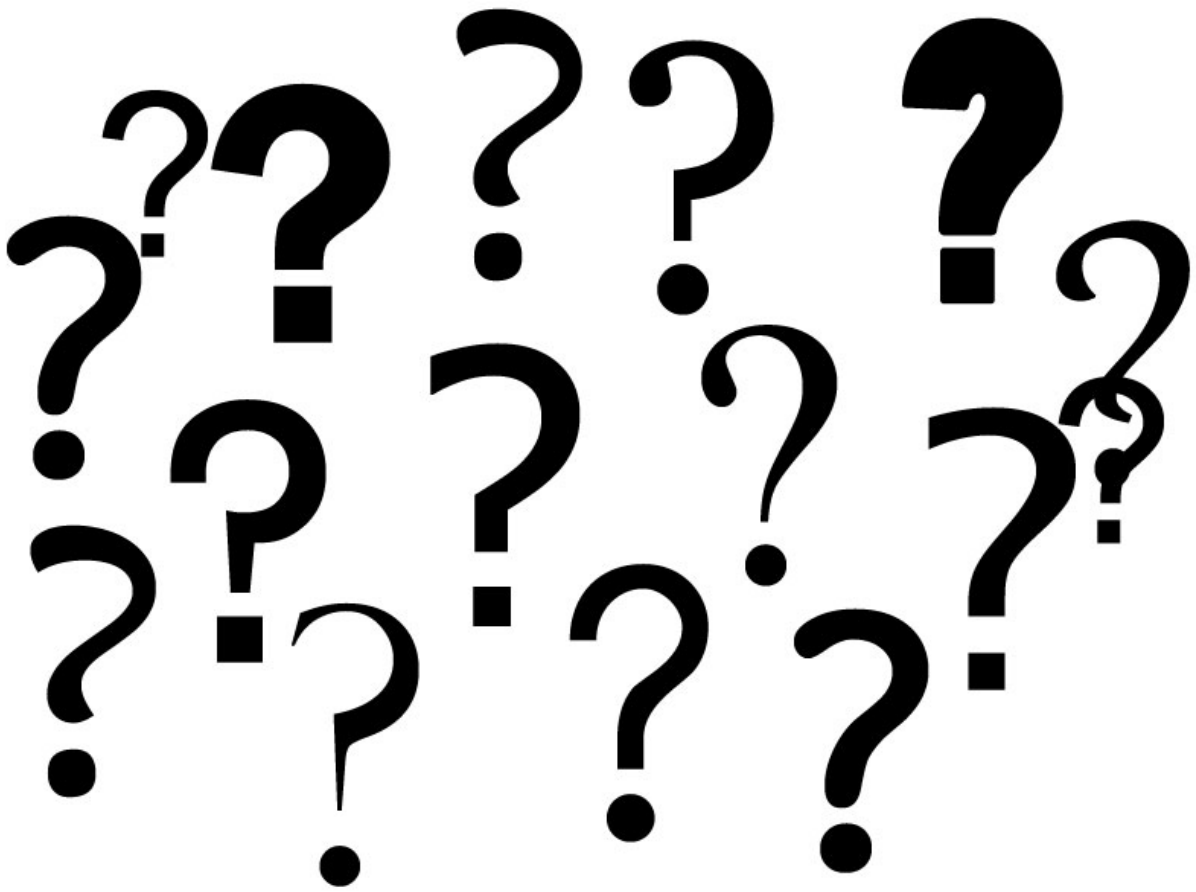
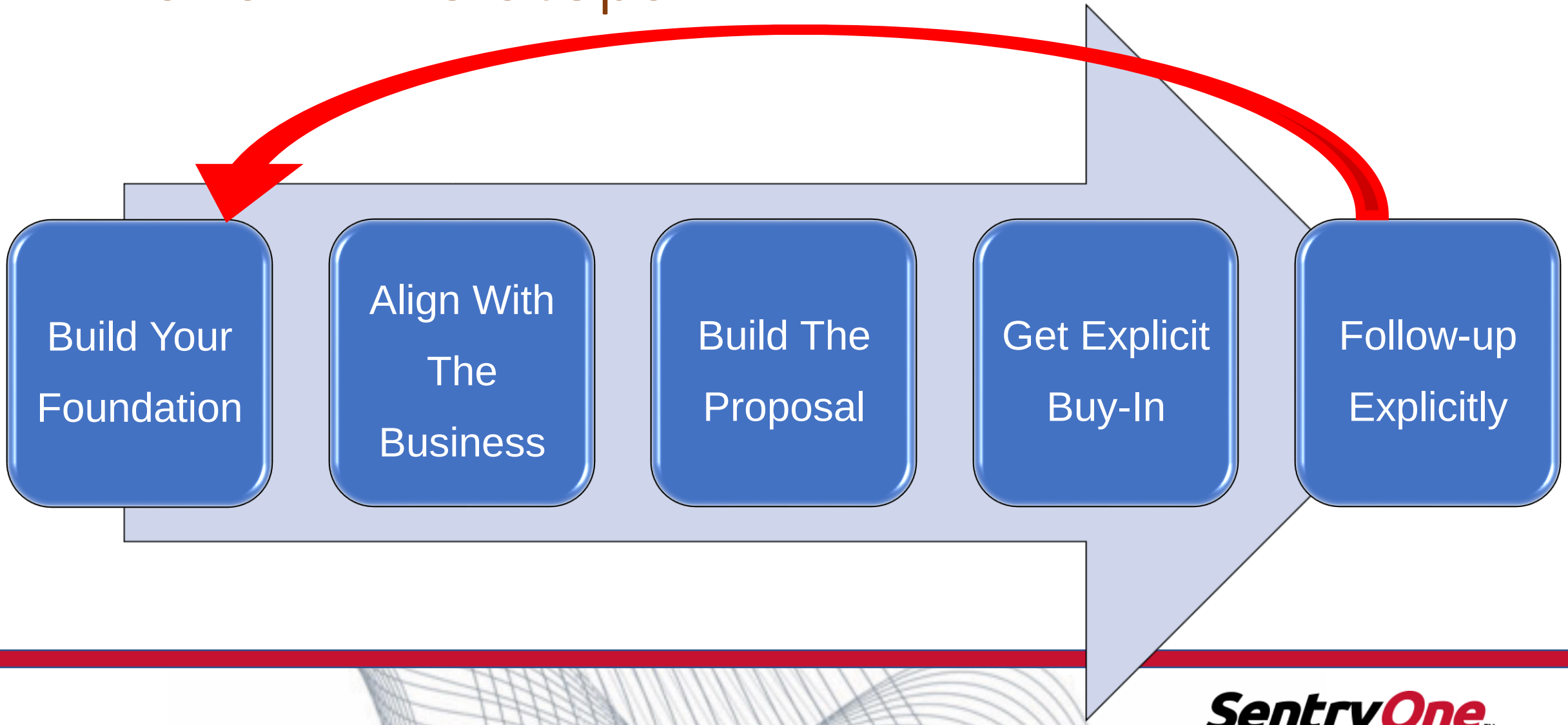
Changing Hearts & Minds



A Process!

Follow The Steps!



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Build Your Foundation

What is the base idea/proposal?

Stay on target

Who, What, When, Where, and Why?

Organize these tidbits

Credibility

Build competency in:

- Technical knowledge
- Communication skills
- Listening skills
- Team building
- Professionalism

Political Capital

- Make friends
- Demonstrate competence
- Earn trust & integrity

Align With The Business - Macro

Understand the Business

- Needs
- Goals
- Pains

Align With The Business - Micro

Who is affected?

- Benefit?
- Hindered?

Role play & ask questions!

- Rational AND irrational

Identify Weaknesses

One weakness generally isn't an obstacle

Two or more weakness can be a big obstacle

Train & prepare to overcome your weaknesses

Find allies

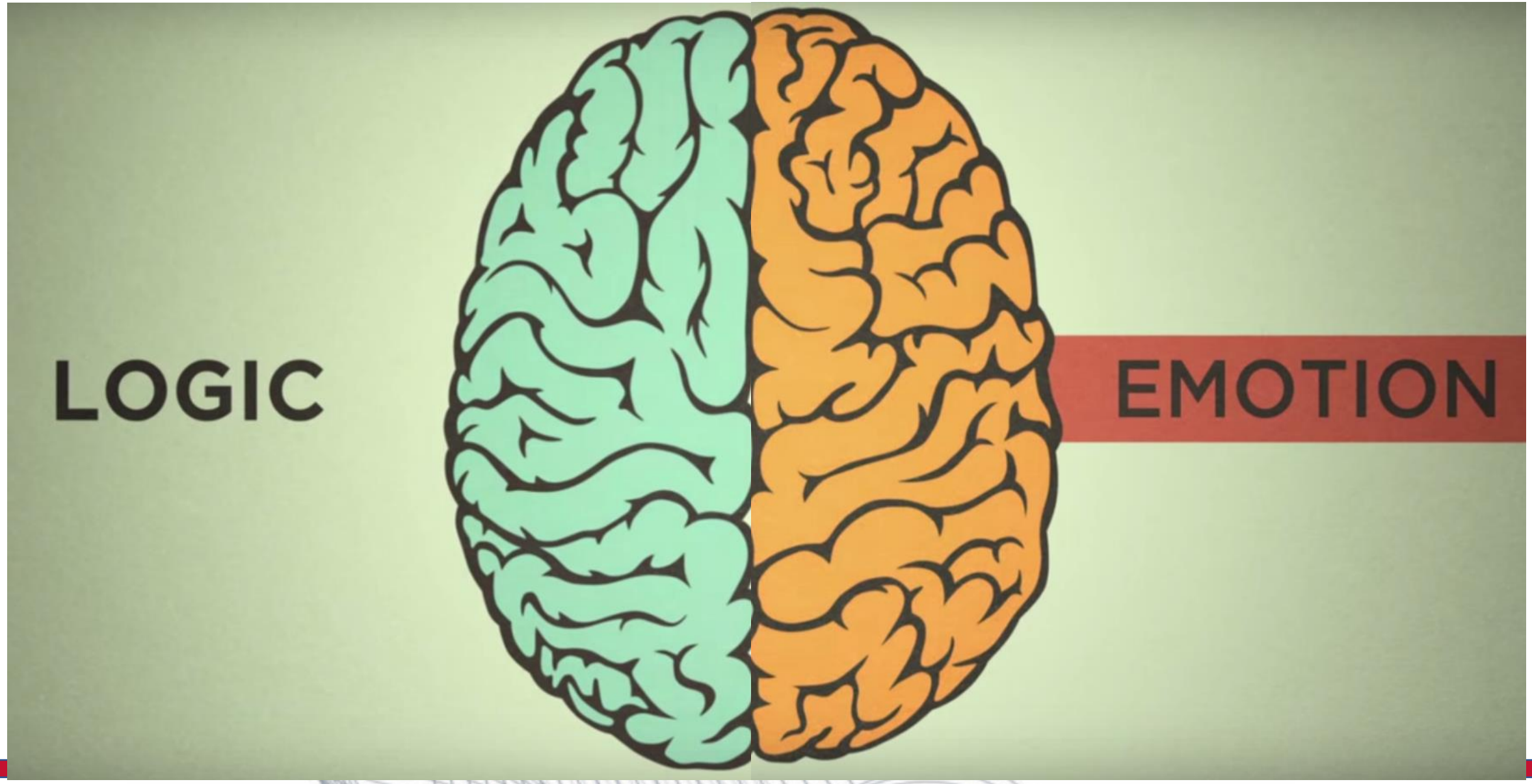
Build The Proposal

Write it THREE times!

1. Full Proposal
2. Executive Summary
3. Elevator Pitch

Answer The Questions

1. What is the situation
2. What are the opportunities & consequences
3. What is the ROI
4. Be prepared to address risk



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But What If…

http://www.luvbat.com/uploads/corgi_scared_of_corgi__8025503382.jpg

Test

Just like finding weaknesses

Leverage your allies

Test again… and again…

Once You Propose…

Be open and ask for feedback

- It’s okay to retreat and revise

“Let’s Pretend…”

Secure explicit buy-in

Call to Action… no ambiguious next steps

Follow-Up

Put a summary in writing

Put a date on action items

Check in regularly

Say “Thank you”

Recap

1. Build Your Foundation
2. Align With The Business
3. Build The Proposal
4. Get Explicit Buy-In
5. Follow-Up

Thank you!

Want To Learn More About SentryOne?

Book a demo with a Solutions Engineer!

http://www.sentryone.com/BookADemo/

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