

# CS Framing Session

Explore opportunities to get the most value from your IBM subscription.

4 hours, no-charge, focused on business value  
Delivered virtually through video conference, in 1 or more session

## What to Expect

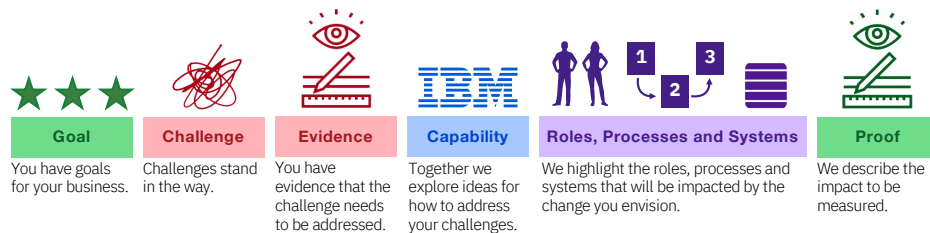
**Your team** is guided through series of collaborative activities to explore your business goals and align them to the challenges that block or slow you down.

**IBM experts** work with you to uncover and describe opportunities as concrete use cases focused on the people who require the outcomes and the experiences that need to change.

**Your team** prioritises the opportunities that you would like to explore further with IBM.

## You Gain

- **Clarity on opportunities** to address your goals and challenges and advice how your IBM solutions can help
- **Use case descriptions** that align your goal to your challenge, the process, and people that need to be impacted in order for you to achieve your goal
- **A focused starting point** to collaborate with IBM to and ensure that you get real value from your IBM investment
- **Stakeholder alignment** on prioritized goals and challenges



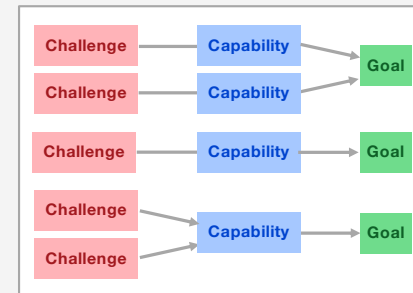
## Example Activities

### Your Business Landscape

Quickly outline your goals and challenges.

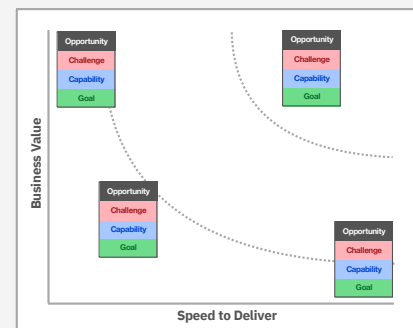
### Opportunity Alignment

Identify IBM capabilities that can help you with your challenges and bring you closer to your goal.



### Opportunity Prioritization

Focus in on the opportunities to advance that will deliver the most value for your team or department.



## Opportunity Statement

A more detailed exploration of the use case related to the opportunity that concretely describes the experience to create or improve and the people who will benefit from the outcome or be impacted by it.

We have a problem/challenge:

**Challenge**

The impact on our business/team is:

**Why we must address this**

We know we have a problem, because we can see/hear

**Visible or Measurable Evidence we must impact with change**

The people and processes we need to impact:

**People** **Processes**

We would like to explore the opportunities provided by:

**Capability**

When we address the challenge, we expect to see:

**Quantifiable or Qualifiable Evidence of Progress toward the Goal**