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Sheen, gives  
you the  
guidance and  
tools you need  
to make a  
strong case.  
You'll learn  
how to: Spell  
out the  
business need  
for your idea;  
Align your  
case with  
strategic  
goals; Build

the right team  
to shape and  
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the business  
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key points to  
consider as  
you build your  
business case.  
Build your  
team. Building  
a cross-  
functional  
team allows  
you to  
examine  
solutions from  
multiple  
angles.  
Otherwise,  
you run the  
risk of  
developing a  
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one particular  
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view—most  
likely your  
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—and

overlooking a  
better solution  
or important  
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<p>strategic goals; Build the right team to shape and test your idea; Calculate the return on investment</p> <p><b>The IAM Pro's Guide to Building a Business Case</b></p> <p>Author : Raymond Sheen  Pages : 176  Publisher : Harvard Business Review Press  2015-07-07  Language : English  ISBN-10 : 1633690024  ISBN-13 : 9781633690028  Description  HBR Guide to Building Your ...</p>	<p><u>How to Write a Business Case - Template &amp; Examples   Workfront</u></p> <p>The HBR Guide to Building Your Business Case, written by project management expert Raymond Sheen, gives you the guidance and tools you need to make a strong case.</p> <p><i>Amazon.com: HBR Guide to Building Your Business Case (HBR ...</i></p> <p>The reader is taken through the entire business case preparation journey from identifying the</p>	<p>need and realising it, discovering who the case is to be presented to and identifying their desires and requirements, building the case and adding structure through numbers and research before it is presented, whether verbally or in writing.</p> <p><u><i>How to Write a Business Case - Project Management Training</i></u></p> <hr style="width: 20%; margin-left: auto; margin-right: 0;"/> <p><u>7 Steps to Writing a Business Case</u></p>
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which are as  
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Research your  
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competition  
and  
alternatives.  
Compare and  
finalize your  
approaches.  
Compile the  
data and  
present your

strategies,  
goals and  
options.  
Document  
everything.  
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Scoping the

scheme and  
preparing the  
Strategic  
Outline Case  
(SOC) Stage  
2- Planning  
the scheme  
and preparing

the Outline  
Business Case  
(OBC) Stage  
3- Procuring  
the solution  
and  
preparing...