



# 5

## BUILDING COMPELLING BUSINESS CASES



### THE FIVE ELEMENTS OF INNOVATION EXCELLENCE

This program is part of the 30 Day Master Program or can be delivered as a one-day standalone workshop. It provides these key skills:

- 1 The most important elements of a successful business case
- 2 Understanding the needs of executives when requesting funding
- 3 How to structure a concise business case that makes it easy for executives to say "yes!"
- 4 Applying the right level of analysis and models to tell a compelling story
- 5 How to present supporting data that executives require to lower their decision risk

*Every request for funding or resources requires a concise and compelling business case supporting by the right data.*

The *Building Compelling Business Cases* program is a one day immersive experience to simulate the challenges of evaluating and selling new ideas into complex corporate environments.

Through the process of building concise, compelling business cases, we'll explore the challenges of quantifying customer value, estimating market potential, and the best techniques to effectively communicate new opportunities that get the attention of risk-adverse executives. Through a hands-on format of case studies and business case reviews, innovators will learn new skills, including:

- How to develop a business case that meets the needs of funding executives
- How to develop the right product plan for each stage of a new opportunity
- Applying the right mix of concept, analysis, and storytelling to sell complex ideas
- The secrets of selling ideas in complex companies with many stakeholders
- How to effectively communicate market, customer and financial data

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## PROGRAM OUTLINE

### GREAT BUSINESS CASES OVERVIEW

#### Understanding executives needs and goals

- The top five questions every executive will ask
- Four critical success factors when selling ideas

#### Elements of great business cases

- The structure and best approach to concise cases
- The one-page business case

**Case Study:** *Two real world business cases that worked and didn't work to gain corporate funding.*

### FOCUSING ON THE KEY FACTORS

#### Finding and communicating value

- Quantifying and communicating value for each of the key stakeholders - the customers, executive, and company

#### Understanding REAL risk factors

- Estimating real market potential and timing
- Understanding real competitors and threats
- Determining real execution risk

**Exercises:** *Developing the elements of business cases*

### BUILDING A CONCISE CASE

#### Pulling the elements together

- Finding and filling gaps in compelling cases
- Beyond SWOT - using the best models and analysis to tell your story
- The right way to present concepts, roadmaps, marketing mixes and other elements
- Developing and communicating concise financials
- How to develop and communicate COGS, expenses and margins for early stage concepts

**Case Study:** *Good and bad business case elements and how to improve them*

### SELLING YOUR BUSINESS CASE

#### Creating a selling plan

- How to think like a sales executive
- Four key influencing strategies

#### Making the big pitch

- Messages that sell to management
- Dos and don't of pitching a big idea

**Practice:** *Live business case reviews and feedback*

### ABOUT KINGSEY INSTITUTE

The Kingsley Institute for Strategy and Innovation was founded by noted innovator and product development professional Dorian Simpson. He developed this program working closely with colleagues and using his experience with some of the world's most prominent companies such as GE, Motorola, AT&T, Qwest, and many other startups and Fortune 500 companies.

Dorian received a BSEE from Northwestern University and an MBA from the University of San Diego.



### LEARN MORE

To explore our programs and methods further with blog articles and other info, visit our website at:

[www.KingsleyInst.com](http://www.KingsleyInst.com)

### CONTACT US

To schedule a workshop, discuss your innovation learning needs, or get detailed outlines call us at:

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