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# HBR Guide To Building Your Business Case



## Synopsis

Get your idea off the ground. You've got a great idea that will increase revenue or boost productivity - but how do you get the buy-in you need to make it happen? By building a business case that clearly shows your idea's value. That's not always easy: Maybe you're not sure what kind of data your stakeholders will trust. Or perhaps you're intimidated by number crunching. 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. 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 test your idea
- Calculate the return on investment
- Analyze risks and opportunities
- Present your case to stakeholders

## Book Information

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## Customer Reviews

Most of the volumes in the "HBR Guide to" series consists of anthologies of articles previously published in Harvard Business Review in which various contributors share their insights concerning a major business subject such as Better Business Writing, Getting the Right Work Done, and Project Management. As is also true of volumes in other such series, notably HBR Essentials, HBR Must Reads, and HBR Management Tips, HBR Guides offer substantial value in cutting-edge thinking from 25-30 sources in a single volume at a price (each at about \$15-20 from in the bound version) for a fraction of what article reprints would cost. What we have in this volume " on sale by US for only \$18.47 " is material created by Raymond Sheen with Amy Gallo. It is also noteworthy

that Chris Anderson, TED's Curator, contributed Appendix B, "How to Create a Killer Presentation." Nancy Duarte supplements Anderson's material with an explanation of how to "Find the perfect mix of data and narrative," Figure B-1. Formulation of a business case requires effective use of the four levels of discourse that Aristotle examines in his classic work, *Rhetoric*: Explain with information (exposition), make vivid with compelling details (description), tell a story for explain a sequence (narration), and convince with logic and/or evidence (argumentation). According to Sheen, "No matter where you work or what type of idea you're pitching, you should follow the same basic process for any business case you develop." Here is the five-step process he recommends and explains: 1. "The story starts, as all good ones do, with a problem. This is the [begin] business need [end] you're trying to solve." (See section 1) 2.

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