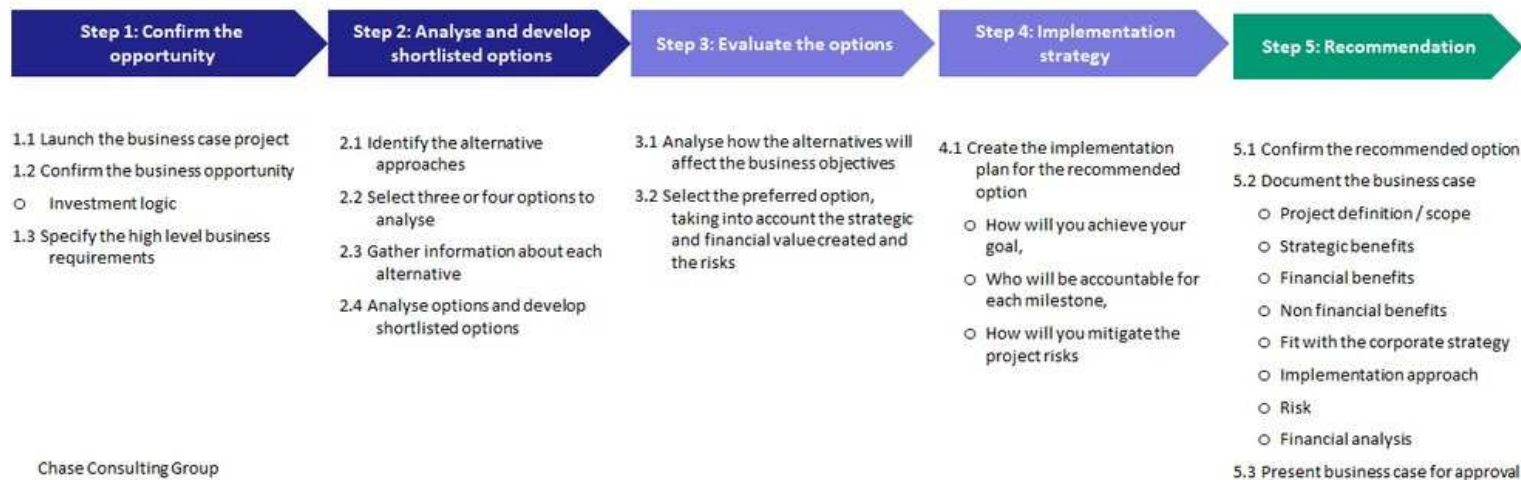


How to identify a mediocre approach – Eg 17

Imagine that you use (or want to use) the following Business case approach

5 Steps to Developing a Solid Business Case











How to identify a mediocre approach - Eg 17

Diagnosis 1

5 Steps to Developing a Solid Business Case



Step	Deliverable	Class	Mitigation
Opportunity	Project	 	Who decides?
	Investment logic	 	Too implicit
	High level requirements	 	Prev 2 mediocre
Options	Alternatives	 	Irrelevant as last deliverable was pointless
	Alternative information		
	Shortlist		
Evaluation	Strategies		
	Values		
	Risks		
Implement	Implementation plan		
	Links to goals		
	Milestones		
	Mitigation		
Recommendations	Project definition		
	Benefits		
	Presentation		

Conclusion: Find a better approach

How to identify a mediocre approach Eg 17

Explanation

Why is it pointless?

5 Steps to Developing a Solid Business Case



1. Step 1 – The opportunity

1) Select project – Where does the project come from? Relies on brainstorming activities. Hence mediocre

2) Investment logic – Relies on financial modeling based on a mediocre selection criteria for the project. Hence mediocre

3) High level requirements – Pointless as there were 2 mediocre steps before this one

2. Steps 2 through 5 – Irrelevant as previous step was pointless









Conclusion: Find a better approach & software product

How to identify a mediocre approach - Eg 17

Final Diagnosis

5 Steps to Developing a Solid Business Case



Step	Deliverable	Class	Mitigation
Opportunity	Project	 	Who decides?
	Investment logic	 	Too implicit
	High level requirements	 	Prev 2 mediocre
Options	Alternatives	 	Irrelevant as last deliverable was pointless
	Alternative information		
	Shortlist		
Evaluation	Strategies		
	Values		
	Risks		
Implement	Implementation plan		
	Links to goals		
	Milestones		
	Mitigation		
Recommendations	Project definition		
	Benefits		
	Presentation		

Conclusion: Find a better approach & software product