BLUEHAT

SIMPLE TRICKS WHEN WRITING A PROJECT CASE

PREPARED BY JOHN HIGHAM

© Copyright 2022 - John Higham for BlueHAT.one

BH-ProjectCase-SimpleTricks-Series-JH-220102-v2

BLUEHAT

FIRST STEP

When writing a business case do not be tempted to want to convince to get the money.

Avoid that and only focus on facts even
if that means that your project might not be funded.

You are not there to start a project but to finish it.

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

SECOND STEP

Understand and explain WHY the project is needed.

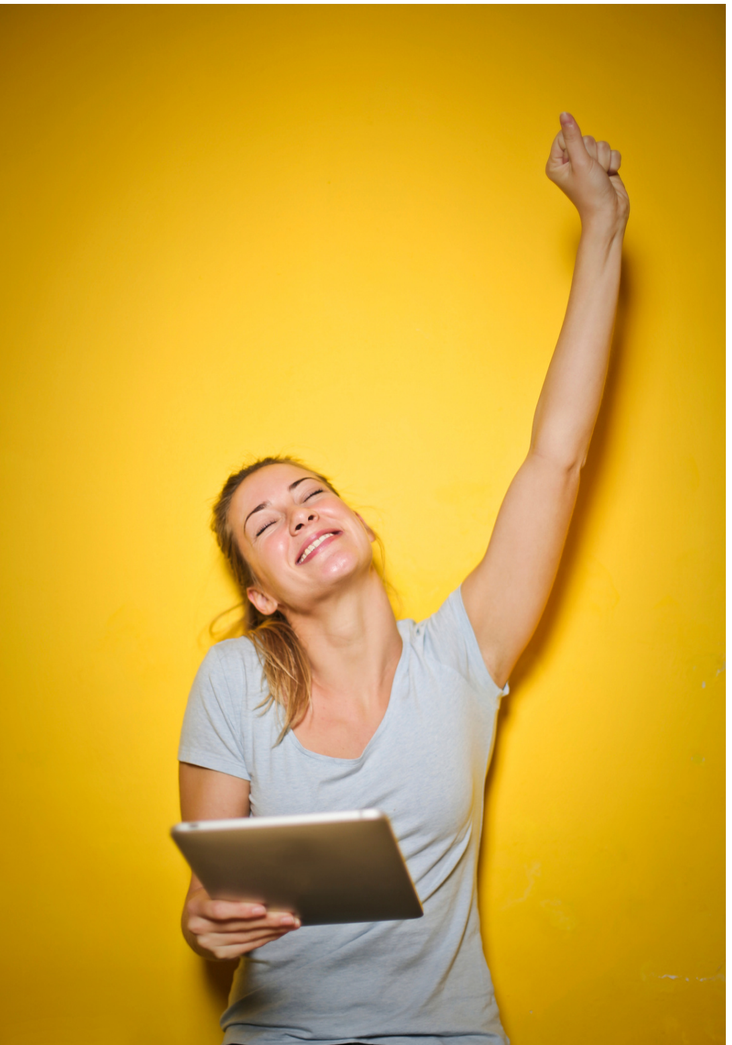
Nothing else really matters!

That will help you identify exactly WHAT it is you are trying to achieve and HOW you will do the project.

It will also guide you in defining the sort of team you need and will influence the kind of method you want to use.

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT



THIRD STEP

Focus on OUTCOMES and BENEFITS.

Benefits are the real reason for investing in a project and they can be achieved if you have the right outcomes from using the products created during your project.

Make your benefits MEASURABLE so there is no misunderstanding during and after the project on what it is exactly you have achieved.

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

FOURTH STEP

Look at your options and discuss them openly with whoever is actually paying for the project.

It is better to be aware of all the possibilities and excluding some than having to reopen that discussion in the middle of the project.

DO NOTHING is an option! It should not be ignored as it is sometimes the best choice in the circumstances.

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

FIFTH STEP

Things don't go to plan in a project.
That's the nature of the beast.

Anticipate what could go wrong and consider your options and define what you will do if the situation changes during the project.

It is a good idea to remind the owner of the project of those risks and have him/her agree on the measures you will take.

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

REMINDER

Explain the facts and do not be tempted to convince

Understand WHY the project is needed

Focus on OUTCOMES and BENEFITS

Make your benefits MEASURABLE

Look at your options and don't ignore the Do Nothing option

Anticipate and have a plan to counter what could go wrong

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

ESSENTIALLY

Start early (asap) and gather as much information as you can.
Writing a business case is not something you do alone. It is by conferring with your executive that you will get the best results.
You are writing that document on their behalf and they will make all their decision based on it.
It is vital to the success of the project, so get it right.

© Copyright 2022 - John Higham for BlueHAT.one

ACTION PLAN

BLUEHAT

before the project

Start early (asap) and gather as much information as you can.

Check the facts and stick to them.

Confirm the reasons why the project is needed.

Define the expected benefits and make them measurable.

Get a unambiguous commitment from those who will pay for the project.

during the project

Measure benefits early on.

See if you get early rewards and move on from there.

Keep an eye for any events that could jeopardize the realisation of your benefits.

Follow and monitor benefits at key decision moments before you commit any further to your project.

after the project

Check that all the products have been created. Without them you will never gain the expected benefits.

Remind the organisation they still need to verify if the benefits have been achieved (sometimes even years after the project has ended).

Close the project and have a little celebration. You deserve it.

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

WRITE THE KEY ELEMENTS OF YOUR PROJECT

Reasons

Solution

Benefits

Options

Risks

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

WRITE YOUR VISION AND MISSION STATEMENT FOR THE PROJECT

© Copyright 2022 - John Higham for BlueHAT.one

BLUEHAT

ABOUT US

BlueHAT delivers courses, coaching and consulting related to Project, Programme, Portfolio and Risk Management in view to enable organisations to bring Change and allow for deep Business and Personal Transformation.
Our goal is to elevate the owners of businesses and help them become Leaders.

WANT MORE TIPS LIKE THESE?

COURSES - COACHING - CONSULTING.

BlueHAT is a brand owned by Lagrore LP whose director is John Higham. All rights reserved.

© Copyright 2022 - John Higham for BlueHAT.one