

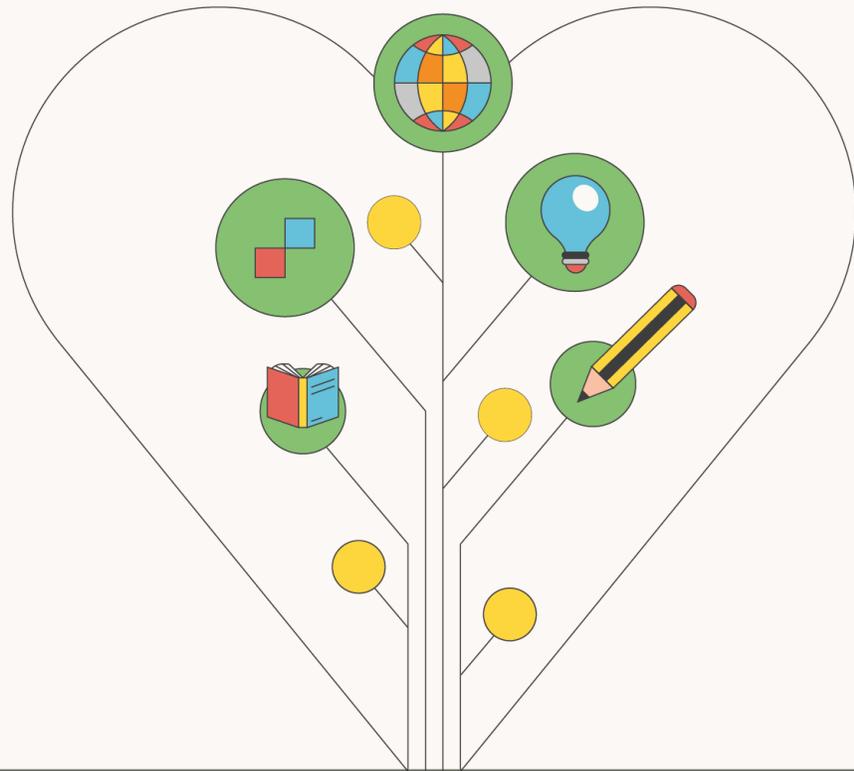
Waterstons  
Academy

# Building a compelling business case

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# Handouts and takeaways

# Start with the OUTCOMES you want to achieve, then work back

Strategic priorities



Business benefits



Business change



Technology projects



## INITIAL BUSINESS CASE

What outcomes are we looking for?  
How does this support our strategic priorities?  
What options do we have?  
Can we justify spending more time on this?

"Let's spend time looking at our options"

## OUTLINE BUSINESS CASE

Which is the best option:  

- Best strategic fit
- Greatest financial return?
- Greatest social return?
- Lowest risk?
- Least disruption?

What is the cost of doing nothing?

"We know which option is best"

## FULL BUSINESS CASE

How much will the preferred option cost?  
How much will we get back?  
When will we break even?  
Who needs to do what to make this project successful?

"We're confident we can deliver this change."

# Pitch your business case at the right level of detail



# Different aspects to the business case...

**Economic  
case**

**Financial  
case**

**Strategic  
case**

**Commercial  
case**

**Management  
case**



# Different people, different benefits

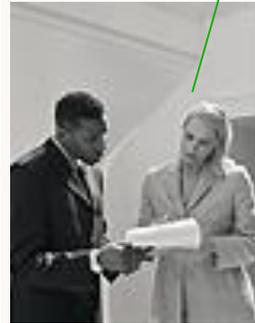
## High quality customer service

- Simple to contact
- Know where to find help
- Choice of access channels & time
- Short waiting time
- Give information once
- My history is known
- Given accurate, consistent information
- Resolution on first contact or
- Speedy resolution
- Secure transactions

## Customers



## Employees



## Motivated, skilled, satisfied employees

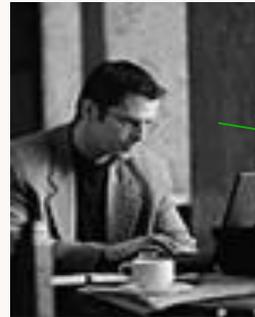
- Well regarded + valued
- Decent systems and tools to work with
- Variety of work gives multiple skills
- Interesting productive activities – removal of the mundane
- Able to serve customers holistically
- Able to satisfy customers with decent e2e service (career satisfaction)
- Training
- Opportunity for career development
- Flexible working
- Job security

## Joined-up, efficient, responsive customer service

- Reliable service levels
- Customer satisfaction
- Clarity of spend
- Value for money
- Efficiency and productivity end to end
- Clean front to back office interfaces
- Improved interaction between units
- Single sources of data
- Good Management Information
- Ability to meet KPIs
- Ability to respond to change



## Business managers



## Executive Management

## Organisational status raised

- Pride in the organisation
- Highly regarded in Government
- Delivering to Government objectives
- Demonstrating value for money
- Prioritising organisational spend
- Employer of choice
- Ability to respond to high profile issues
- Targeted communications



# Thanks – and keep in touch

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