

CTD Model for Building a Business Case

“Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.” - Henry R. Luce

You have an innovative and exciting idea, a change that will really make a difference for you, your team, or your organization. But how do you present your idea so that your message is both heard and adopted? The most effective way is to **build a business case**: Clearly demonstrate how the change you recommend will benefit your organization as a whole.



You should build a business case when you want to:

- Gain buy-in from peers or team members
- Persuade management
- Manage upward



To build an effective business case, one must:

- Assess the current state
- Determine how to communicate with your audience
- Create a brief document or presentation, and present your position



For more information and help in how to adapt this technique to your unique situation, please contact us at info@connectthedotsconsulting.com.

