



WORKBOOK:

The Business Case Blueprint



01.Overview



Overview:

What problems are we trying to solve?

What effects have we seen?

Self-assessment (How do we rate our...?)

Employee Engagement Employee Wellbeing

Poor 1 2 3 4 5 Excellent Poor 1 2 3 4 5 Excellent

Communication Turnover

Poor 1 2 3 4 5 Excellent Poor 1 2 3 4 5 Excellent

Benefits Package Appreciation

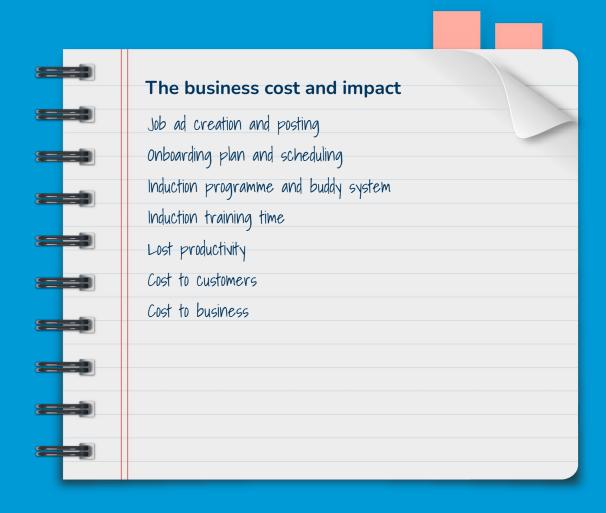
Poor 1 2 3 4 5 Excellent Poor 1 2 3 4 5 Excellent



The Headline Stats



Our data ultimately shows that:



How do we stack up?

Our Company

Industry Average

Main Competitor

Employee Size

Glassdoor Score

Time to Offer

Benefits Offered

Engagement Score

03. The Goal



Mission summary

What is our main objective?	What will it achieve?
How will we do it?	How will we measure it?

Secondary goal

What is our secondary objective?	What will it achieve?
How will we do it?	How will we measure it?



Our options

Phase 1 Phase 3 Phase 2

Budget Planning / Rebudgeting

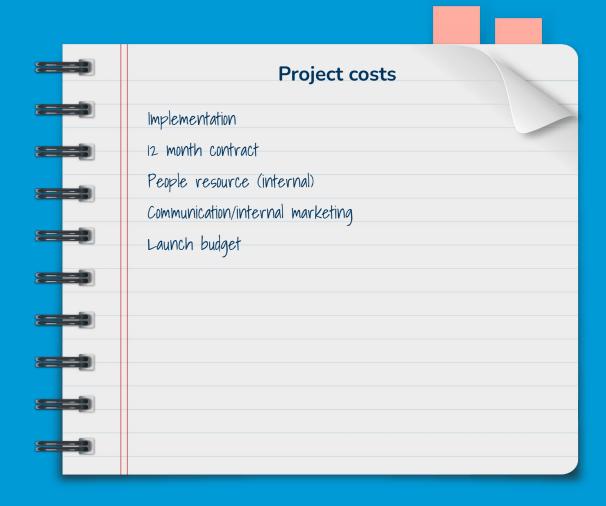
How much budget do we currently allocate for appreciation?

Where could we "repurpose" budget to finance this?

Costs

Total contract cost

Cost breakdown by employee





Our suggestion

Our suggestion:	Why is this the best option?
	What are the desired outcomes of this
	option?



Project timeline

