

Sample Business Case Outline

- 1. Cover sheet**
 - Program information
 - Sponsor
 - Approvals
- 2. Executive summary**
 - Context
 - Synopsis
 - Value summary
- 3. Are we doing the right things?**
 - Expected benefits
 - Expected costs
 - Risk analysis
 - Organizational changes
 - Organizational goals and strategy link
- 4. Are we doing things the right way?**
 - Alternatives
 - Selected approach
 - Milestones
 - Critical success factors
 - Dependencies
 - Legal and compliance
 - Security and privacy
 - Key risks
- 5. Are we doing things well?**
 - Execution plan
 - Benefits realization plan
 - Risk management
 - Change management
 - Governance and controls
- 6. Are we getting the benefits?**
 - Benefits across the economic lifecycle
 - Best/worst case scenarios
 - Acceptance criteria
 - Ownership and accountability
- 7. Appendices**
 - Analytics model
 - Detailed plans
 - Detailed risk management plan
 - Detailed benefits realization plan