

CHECKLIST

BUILDING A BUSINESS CASE FOR LEARNING TECHNOLOGY SOLUTIONS

Investing in a new learning technology solution is not an everyday purchase. It often requires a significant investment. As such, you need to ensure your business leaders understand the real-world value of your proposed solution.

Your best bet to show the value of your new learning technology is through a business case. By presenting a sound and solid argument for the investment, you can prove to your stakeholders that a next-generation learning platform is worth the money.

So, you are ready to get things moving and want to start building your business case. But how to make it convincing? Our checklist is a helpful tool for anyone looking to build a winning business case. Work your way through the list to ensure you have included all the necessary information.

You'll have the key stakeholders in your organisation convinced in no time! **Let's get started!**



1. Demonstrate Your Business Needs

The first step is to understand your needs and how the proposed learning platform will address them. Defining your business needs gives a clear introduction to the business case and project.

- Map out the business needs, problems, pains or inefficiencies you are hoping to meet with the investment.
- Give a summary of your current training strategy.
- Explore the strengths and weaknesses of your current training strategy.
- Explain why your current or previous learning strategy did not work to meet your organisational needs and identify any gaps or areas for improvement.

2. Introduce Your Project Details

After identifying your needs, it's time to start researching vendors. Exploring different vendors helps you to see which ones have the features you target.

- Create a project plan and identify the project scope.
- Introduce the project team and their role in the process.
- Set a reasonable timeline for the project. Factor in the typical length of your organisation's decision-making process and other key factors like availability of resources, demos and implementation times.
- Analyse how your proposed project fits within your overall organisational strategy.
- Introduce the proposed vendor and illustrate how they match your organisational values.
- Don't forget to include visuals or mockups of the proposed solution.

3. Create Objectives

It's time to create your objectives! Setting objectives helps you to make sure you are focusing on the issues that matter.

- Identify what business outcomes are the most important for this project:
 - Ensuring business continuity.
 - Increasing revenue or profitability.
 - Improving efficiency.
 - Reducing costs.
 - Supporting expansion.
 - Other:
- Explain why these are important to your organisation.
- Create objectives that focus on the business needs you identified earlier.
- Make sure your objectives focus on issues your decision makers care about.

4. Highlight Value

As an L&D professional, the benefits of online learning are obvious to you, but not necessarily for others. As such, your number one goal should be demonstrating how the system can benefit the organisation.

- Be clear about what the proposed solution can bring to the table.
- Explore features in-depth to show how they can help your organisation in practice.
- Identify who will get the most benefit from the new training strategy and how.
- Analyse what impact your new learning strategy can have on organisational goals, processes and metrics.

5. Talk in Numbers

Selling the value of your proposed learning solution is a lot easier when you can incorporate some hard numbers, statistics and detailed research. After all, your decision makers want to feel reassured that their investment is worth it.

- Create a budget for the project.
- Compare current training costs to the new platform costs.
- Estimate return on investment (ROI) for learning and demonstrate its monetary impact.
- Evaluate the tangible results of training and the monetary value assigned to each, such as:
 - Reduced training costs.
 - Decreased time-to-value.
 - Reduced staff turnover.
 - Reduced downtime.
 - Increased productivity.
 - Increased customer satisfaction and retention.

6. Use Real-Life Examples

Compelling case studies can be extremely useful sales tools. Case studies put the most valuable benefits on display, which should help you to overcome the core concerns of your stakeholders.

- Supplement financial information with real-life examples to help your stakeholders to form a clear idea of the benefits.
- Use relevant case studies:
 - Select use cases from organisations that were tackling similar business needs.
 - Select use cases from organisations operating within your industry.

7. Consider the Business Landscape

Knowing who your competitors are and how they operate is crucial for your business to succeed. It's also an analysis that your stakeholders will want to see in your business case.

- Include a market analysis and monitor how competing organisations operate.
- Establish your competitive position and identify how the investment can change it.
- Identify what kind of training investments your competitors are making.
- Indicate real-world circumstances that accelerate the need for digital transformation.
- Identify PR opportunities your investment can produce.

8. Highlight Risks and Steps for Risk Management

It is important that the likelihood of generating risks is recognised and recorded. After all, risks can be turned into opportunities if they are managed effectively.

- Make sure to evaluate and forecast potential risks linked to your new solution.
- Highlight risks involved in not implementing a new learning technology solution.
- Identify steps for risk management.
- Number the risks in order of both impact and probability. This will help you to analyse which risks are more likely to happen.
- Create a contingency plan for each recognised risk to analyse how you are going to mitigate that risk.
- Make sure the response is proportional to the risk. Unlikely or low impact risks do not need time-consuming responses.

9. Define the Implementation Process

At this stage, you should convince your stakeholders that you have identified the best way to implement the project. This shows that you are thinking ahead and have a plan of action ready. Our [LMS Implementation Checklist](#) can help you to succeed!

- Create an implementation plan where you identify how you are going to kickstart your project.
- Identify the timeline for your implementation process.
- Identify who is responsible for overseeing the implementation.
- Identify your success metrics and how these will be tracked and measured.

10. Have a Vision for the Future

You have identified the reasons for the investment, the benefits that it is going to bring, and you have a risk management plan in place. Now it's time to complete that business case and tie it all together!

- Start by reviewing and removing complex jargon. After all, your stakeholders may not be familiar with specific terminology linked to the solution.
- Make sure the outlined business challenges, organisational needs, solutions and expected gains are persuasive and coherent.
- Business leaders are often too busy to engage with this level of detail. As such, include an executive summary that highlights:
 - Your most important KPIs
 - Key benefits
 - The monetary impact of the investment
 - Possible risks
- Ensure you rely on hard data rather than hearsay throughout.

Most people struggle with building a business case that will succeed in its mission: winning over your audience. But we hope that by following this checklist, you were able to create a business case that convinces your organisation's leaders.

Next step: learning excellence! And we can help you with that. Our pioneering learning technology solutions are guaranteed to satisfy both your leaders and learners!

Hungry for more knowledge? Be sure to check out our [other downloadable assets](#) that will help you to supercharge your training interventions!



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