



HBR Guide to Building Your Business Case (HBR Guide Series)

Raymond Sheen

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Get your idea off the ground.

You've got a great idea that will increase revenue or boost productivity—but how do you get the buy-in you need to make it happen? By building a business case that clearly shows your idea's value. That's not always easy: Maybe you're not sure what kind of data your stakeholders will trust. Or perhaps you're intimidated by number crunching.

The ***HBR Guide to Building Your Business Case***, written by project management expert Raymond Sheen, gives you the guidance and tools you need to make a strong case. You'll learn how to:

- Spell out the business need for your idea
- Align your case with strategic goals
- Build the right team to shape and test your idea
- Calculate the return on investment
- Analyze risks and opportunities
- Present your case to stakeholders

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