

Qualifying questions for building a major project business case

Building a business case for a major project which requires stakeholder buy-in at the highest levels of your organisation is a daunting task.

That's why Alphasys and DCA sat down to ask 3 Australian fundraisers at the FIA Data Week and what their business case must-haves were for ensuring a major transformation project gets off the ground.

Doug Hawkins CEO of Pancare, was himself the instigator of a data quality project off the back of a CRM transformation. Mike Peppou, Head of Business Solutions, and Sarah Grattan, COO, both from UNICEF also recently undertook a CRM migration project. Together, we've formulated these 10 questions to ask yourself before embarking on a business case for a major project.

Addressing these points will help you positively influence your CEO, board, and other key stakeholders.

- 1 How does this project aid in furthering the overall vision and purpose of our organisation?
- 2 What's the main problem this project would solve and how much is the issue costing us today?
- 3 What benefits can we expect from solving this problem solution, tied to specific organisational goals?
- 4 How did the issue escalate to get to the point that this project was required and scoping commenced?
- 5 Who can we leverage for support and expertise – like implementation partners, thought leaders, and subject matter experts –to build this business case and project strategy?
- 6 What steps, in detail, are involved in this project and how do we prove we can achieve each one?
- 7 Who needs to be involved at each stage of the project?
- 8 What kind of impact will each part of the process have on both the final project?
- 9 How will BAU processes be affected while we work on it?
- 10 What are the mistakes we could make and how do I plan to avoid them?

“There was a method to the scope and process that reassured me we were unlikely to make mistakes. I was confident we would get an optimal result based on the teams' experience with these processes, knew how long it would take, and understood how the internal and external teams would integrated with each other.”

Doug Hawkins, CEO of Pancare on the importance of qualifying your project plan.