



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

By 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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Editorial Review

About the Author

Raymond Sheen, PMP, is the president of Product & Process Innovation, a consulting firm specializing in project management, product development, and process improvement. **Amy Gallo** is a contributing editor at *Harvard Business Review* and is the author of the forthcoming *HBR Guide to Managing Conflict at Work*.

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