



WORKBOOK:
**The Business
Case
Blueprint**



01. Overview





Overview:

What problems are we trying to solve?

What effects have we seen?

Self-assessment (How do we rate our...?)

Employee Engagement

Poor 1 2 3 4 5 Excellent

Employee Wellbeing

Poor 1 2 3 4 5 Excellent

Communication

Poor 1 2 3 4 5 Excellent

Turnover

Poor 1 2 3 4 5 Excellent

Benefits Package

Poor 1 2 3 4 5 Excellent

Appreciation

Poor 1 2 3 4 5 Excellent

02. The Data



The Headline Stats

Our data ultimately shows that:



The business cost and impact

Job ad creation and posting

Onboarding plan and scheduling

Induction programme and buddy system

Induction training time

Lost productivity

Cost to customers

Cost to business

How do we stack up?

Our Company

Industry Average

Main Competitor

Employee Size

Glassdoor Score

Time to Offer

Benefits Offered

Engagement Score

03. The Goal



Mission summary

What is our main objective?

What will it achieve?

How will we do it?

How will we measure it?

Secondary goal

What is our secondary objective?

What will it achieve?

How will we do it?

How will we measure it?

04. The Solutions



Our options

Phase 1

Phase 2

Phase 3



Budget Planning / Rebudgeting

How much budget do we currently allocate for appreciation?

Where could we “repurpose” budget to finance this?



Costs

**Total
contract cost**

**Cost
breakdown
by employee**



Project costs

Implementation

12 month contract

People resource (internal)

Communication/internal marketing

Launch budget

05. Our Suggestion



Our suggestion

Our suggestion:



Why is this the best option?



What are the desired outcomes of this option?



06. The Plan



Project timeline

