

How to Make a Business Case

Corporate Talk

Understanding the business case is the key to successfully selling your ideas at work. If you only have time to add one career or leadership skill to your toolbelt this year, make it this one. Good business cases are the foundation of influencing up, down, and across your organization. Learning this skill is the key to getting noticed and creating a reputation as a highly-promotable business genius.

Talk Outline

This talk will focus on creating the business case you need to pitch ideas and strategic projects at work. We'll cover:

- How managers make decisions on which projects to greenlight
- How to know if your idea is a great strategic opportunity or a no-go
- How to create the financial case for your project
- Understanding how risk & opportunity cost affect your chances of getting the go-ahead

The goal of this talk is to give you the tools to get an easy 'yes' on your proposals at work.

About The Speaker



Holly Burton
Leadership Coach for Women in Male-Dominated Industries

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

Holly can be found online at her [website](#), or via her meetup, [Women in Male-Dominated Industries](#).

The Details

Length: 1 Hour
Format: Lecture-style talk (with Q&A)