

Making a Business Case - Influencing Senior Managers

Make use of your **USP's** to formulate the Business Case:

- U** Understanding
- S** Support available
- P** Personal Credibility
- S** Skills

Understand

- The business
- Current issues, goals & focus
- The training needs
- Previous history of L&D
- Senior Managements' views/ knowledge

Support

Identify and nurture:

- Existing support
- Opinion leaders
- Key decision makers

Personal Credibility

- Spend time in the business
- Get to know key players
- Market your successes
- Increase your profile

Skills

- Communication & influencing
- Managing expectations
- Honesty
- Assertiveness