

How to create a business case for AI investments

Any strategic project is successful if there is a realistic plan with a clear focus and a detailed consideration of the associated risks. It's the business case that clearly presents the risks, opportunities, and threats involved and puts them in the perspective of the investment. A business case is not just a listing of the return on investment (ROI) but presents a summary of all the benefits delivered. A well-developed business case provides decision-makers and stakeholders with a management tool for evidence-based and transparent decision-making.



UNDERSTAND Step 1

Understand your stakeholder needs, and goals. Then gather evidence to support the business case.

Conduct internal and industry research on your stakeholders' priorities. Collect case studies and industry data.



SHOWCASE Step 2

Showcase the strategic importance of the expected investment.

Align any investment to organizational objectives and goals.



DEMONSTRATE Step 3

Demonstrate the feasibility of the investment and the financial value.

Create a financial analysis, implementation plan, and risk mitigation strategy for the project.



COMMUNICATE Step 4

Communicate the business case to your stakeholders.

Leverage storytelling techniques to target your business case to your audience.

Ready to get started?

The AI for IT Leaders is a self-paced certification course for IT executives and practitioners looking to set themselves up for success when proposing an AI solution for their organization. **We're currently offering a scholarship for this \$2,500 value — fill out the form [here](#) to see if you qualify to join.**

