# **Business Case Template: [Project Name]**

### **1. Initiative Overview**

* **Project Name:** [e.g., Building a Thriving Workplace – Employee Retention Strategy]
* **Prepared By:** [Your Name], [Your Role]
* **Date:** [Insert Date]
* **Proposed Start Date:** [Insert Start Date]

### **2. The Problem**

* What’s the pain? (Data, stories, and numbers.)  
  + Current state: [e.g., Turnover rate: XX%]
  + Industry benchmark: [e.g., XX%]
  + Estimated annual cost: $[[Use the Exsona Cost Calculator](https://exsona.com/turnover-calculator)]
* **What it’s costing us:**
  + Productivity loss
  + Burnout/pressure on remaining staff
  + Slow hiring, disengagement
  + Impact on culture and customer experience

### **3. Objectives**

* [e.g., Reduce voluntary turnover by X%]
* [e.g., Improve retention in high-performing/hard-to-fill roles]
* [e.g., Strengthen leadership capability]
* [e.g., Boost employee sentiment (recognition, flexibility, wellbeing)]
* [Customise for your business]

### **4. Risks of Inaction**

If we don’t act now, we risk:

* Ongoing financial losses
* Team burnout/disengagement
* Damaged employer brand
* Lower performance/trust
* Missed opportunities to keep top talent

### **5. Proposed Solution: [Your Approach/Exsona 5D Method]**

| **Step** | **What It Involves** |
| --- | --- |
| Discover | Analyse data, uncover root causes via surveys, interviews, etc. |
| Develop | Set clear goals, prioritise solutions (impact/effort matrix). |
| Design | Map timelines, stakeholders, and resources. Build a business case. |
| Deliver | Launch high-impact actions, backed by leadership and comms. |
| Data | Track KPIs, measure results, adapt based on feedback/trends. |

### **6. Implementation Plan**

| **Phase** | **Key Focus** | **Primary Actions** | **Owner** | **Timing** |
| --- | --- | --- | --- | --- |
| Discovery | Understand the problem | Audit data, gather insights | HR/People Ops | [Insert Timeline] |
| Develop | Set goals + solutions | Define target, prioritise root-cause actions | Project Team | [Insert Timeline] |
| Design | Build action plan | Map resources/roles, create rollout plan | HR + Stakeholders | [Insert Timeline] |
| Early Delivery | Prove traction early | Launch 1–2 visible quick wins | Team Leads/Project Lead | [Insert Timeline] |
| Data | Track & adjust | Measure KPIs, get feedback, adapt fast | HR Analyst/Project Team | Ongoing |

### **7. What We Need**

* **Time:** [e.g., Project owner, team support, workshops]
* **Budget:** [e.g., Tools, training, program costs – $X]
* **Executive Support:** [e.g., Visible leadership backing]

### **8. Expected Outcomes**

**Quantitative:**

* Reduce voluntary turnover by [X]%
* Decrease recruitment costs by $[X]
* Improve retention of new hires (first 12 months) by [X]%
* Increase internal promotions/mobility by [X]%

**Qualitative:**

* Stronger team cohesion & culture
* Greater trust in leadership & people strategy
* Enhanced EVP & candidate experience
* Improved wellbeing and flexibility

### **9. ROI & Strategic Value**

* **Cost Avoidance:** Even a 5% reduction in turnover could save $[X] annually.
* **Productivity Gains:** More stability, less disruption, better service.
* **Reputation:** A place people *want* to work—and stay.
* **Executive Credibility:** Shows we tackle issues head-on.

### **10. Next Steps**

* Approve this business case
* Nominate an internal project owner
* Schedule kickoff and diagnostics
* Launch first initiative within 30 days
* Report progress within 90 days

### **11. Conclusion & Recommendation**

Turnover (or [insert issue]) isn’t just a symptom—it’s a signal. This strategy addresses causes, not just consequences. Let’s stop the guesswork and start making progress.

**Recommendation:** Approve and initiate the [Project Name]  
**Proposed Kickoff:** [Insert Date]

### **Approval Sign-Off**

* **Decision Maker:** [Insert Name]
* **Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Pro tip:** Need help crunching numbers or crafting the story? Use Exsona’s Business Case Guide or get in touch for a sanity check.

**Remember:** Great ideas need great business cases. If you want your workforce project off the ground, make your case impossible to ignore.

Questions? Want your business case reviewed? [Let’s talk.](https://meetings-ap1.hubspot.com/ryan-mcgrory?uuid=5a54c44d-6f9c-48d2-8713-45f97c0f1b84)