



DEX Business Case Canvas

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Created by Step Two
(www.steptwo.com.au)
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Organisation name

Project title

Project description
Outline, including proposed activities

When the business case is due

Who the case is presented to / approved by

Proposed project size

Level 3	Strategic or organisational transformation <i>eg digital workplace strategy or DEX strategy</i>	
Level 2	Major intranet redevelopment <i>eg migration onto a new platform, overall intranet redesign & restructure, large-scale system integration</i>	
Level 1	Moderate intranet enhancement <i>eg new intranet capabilities or apps, redesign of a key section of the intranet, integration with a business system</i>	
Level 0	Business-as-usual update or Incremental enhancement <i>eg change the behaviour of an intranet feature, layout change of page(s)</i>	

What's being asking for

Endorsement or permission <i>(from who)</i>	
Additional people <i>(internal, back-filled or external)</i>	
Budget (\$)	
Technology <i>(new or updated)</i>	
Support or assistance from other business areas <i>(who and what)</i>	



Business benefits and outcomes

Level 3	Strategic outcomes <ul style="list-style-type: none"> • Improve customer experience or satisfaction • Reduce business costs • Foster knowledge sharing • Accelerate digital transformation • Mitigate business risks 	
Level 2	Business benefits <ul style="list-style-type: none"> • Improve internal communications • Improve employee onboarding • Improve employee engagement • Streamline processes • Improve employee productivity • Foster org culture • Support culture change • Save employee time 	
Level 1	Adoption and effectiveness <ul style="list-style-type: none"> • Improve intranet usability or findability • Increase collaboration adoption and activity 	
Level 0	Intranet basics <ul style="list-style-type: none"> • Improve intranet usage and satisfaction • Reduce technology costs 	

Size of pitch

Level 3	Strategic pitch <ul style="list-style-type: none"> • Strategy at organisational level • Senior leader engagement • Formal business case (multi-year) • Combined proposal from multiple departments • Articulated benefits (quantitative), such as ROI 	
Level 2	Major pitch <ul style="list-style-type: none"> • Statement of business needs (such as user research findings) • Whitepaper, options paper, or recommendations paper • Formal business case (1 year) • Industry benchmarking or comparison with others • Articulated benefits (qualitative) • Alignment with other projects and priorities 	
Level 1	Small pitch <ul style="list-style-type: none"> • Plan on a page ('intranet concept') • Written proposal • Budget request • Stakeholder briefing or presentation • Stories about business needs 	
Level 0	Informal pitch <ul style="list-style-type: none"> • Elevator pitch • Approval from manager • Project plan • No pitch (deliver as BAU) 	

How to make the pitch

	High business engagement	Low business engagement
Big project	Major pitch	Strategic pitch
Small project	Informal pitch	Small pitch

Activities needed to prepare the business case

Outstanding questions?