

Exercise #5 Make YOUR Case



In this exercise you will practice developing your own case statement, valuation methodology, and presentation approach.

WHAT: What service, program, or concept are you trying to gain support for?

WHO: Who is the intended customer for this service, program or concept?

VALUE PROPOSITION: Put it together into a value proposition statement. What problem, community need, or benefit will the customer receive?

HOW: What methodology or approach will you take to make your case with quantitative data? How will you demonstrate the value of your proposition?

SHOW: How will you present the benefits and value you want to provide? Feel free to make drawings, charts, sketches of PowerPoint slides or web pages, etc.
