I built this

to protect L&D's budget

Swipe to see how it works →

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I see too many L&D budgets get cut as soon as times get tough.

I also see too many consultants get stuck selling their time, not their value.

Let me talk to you about a secret weapon that, until now, I've kept to myself.

For a little while, I've been using a tool that helps consultants and L&D teams say:

"If we invest £X in this learning, we believe we can create £Y value by impacting Z."

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This tool helps you forecast the impact of learning even if...

- Your business is rubbish at collecting data
- You only have 30 minutes to put together a business case
- You hate numbers and statistics

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I’ve secretly shown it to a few people, and the response has been rather encouraging:

- “I can’t believe nobody has done this already.”
- “This is exactly what I need for my clients.”
- “This is so cool.”

Which is why I’ve decided to share it with the world.

I've called the tool **The Learning Business Case Creator** (not the most creative name, I know, but at least you know what it does!)

It's structured into five steps, which I'll talk you through now 👇

1. The problem to solve

2. Investment needed

3. Theory of impact

4. Company finances

5. Return on investment

1

The problem to solve

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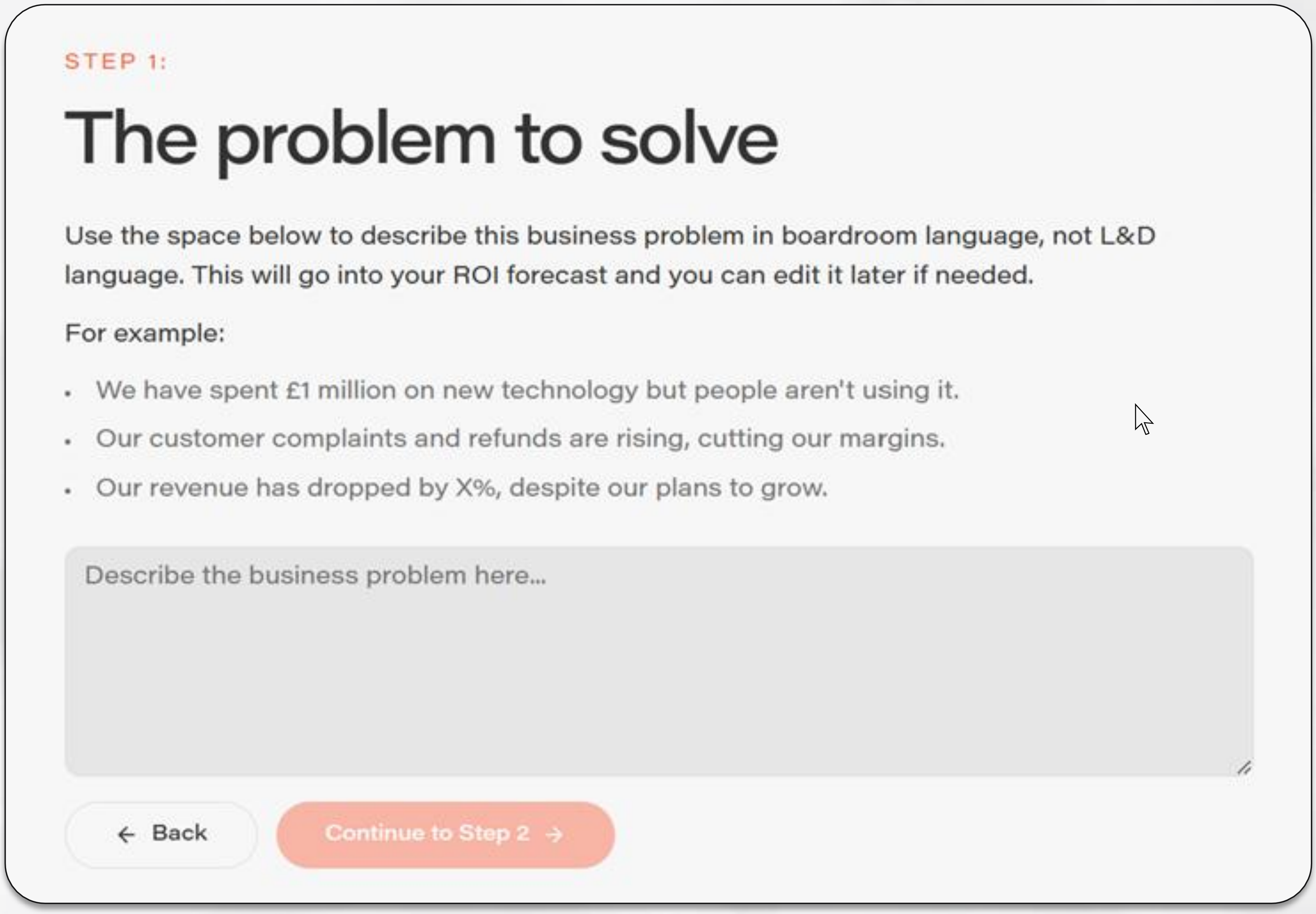
You start by describing the business problem in boardroom language. The type of problem in the type of language that whirls around the CEO's head.

The tool remembers this for later.



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2

Investment needed

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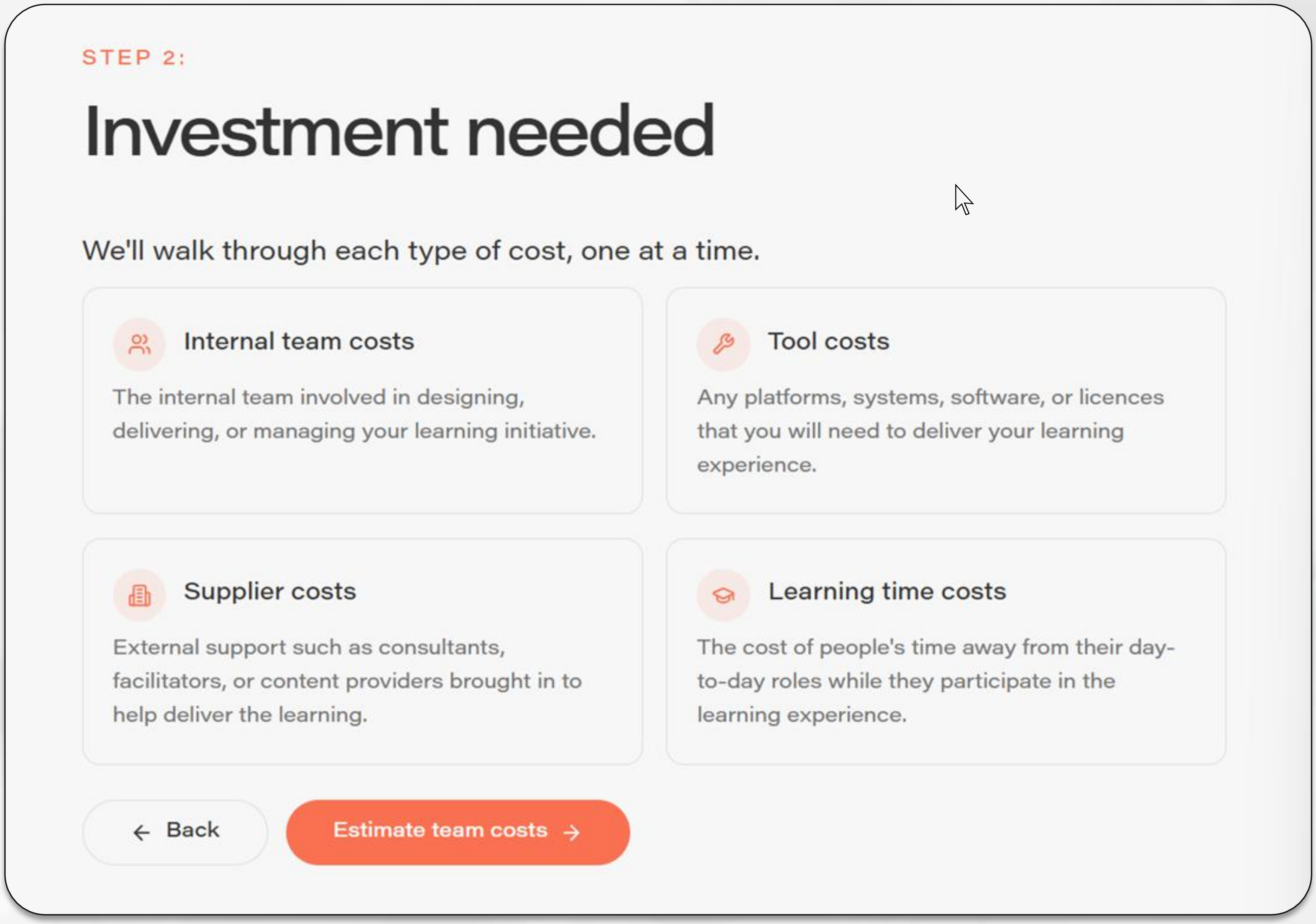
Next, the tool helps you estimate how much the learning will cost. It breaks the cost into four costs: internal team, tools, suppliers, and learning time.



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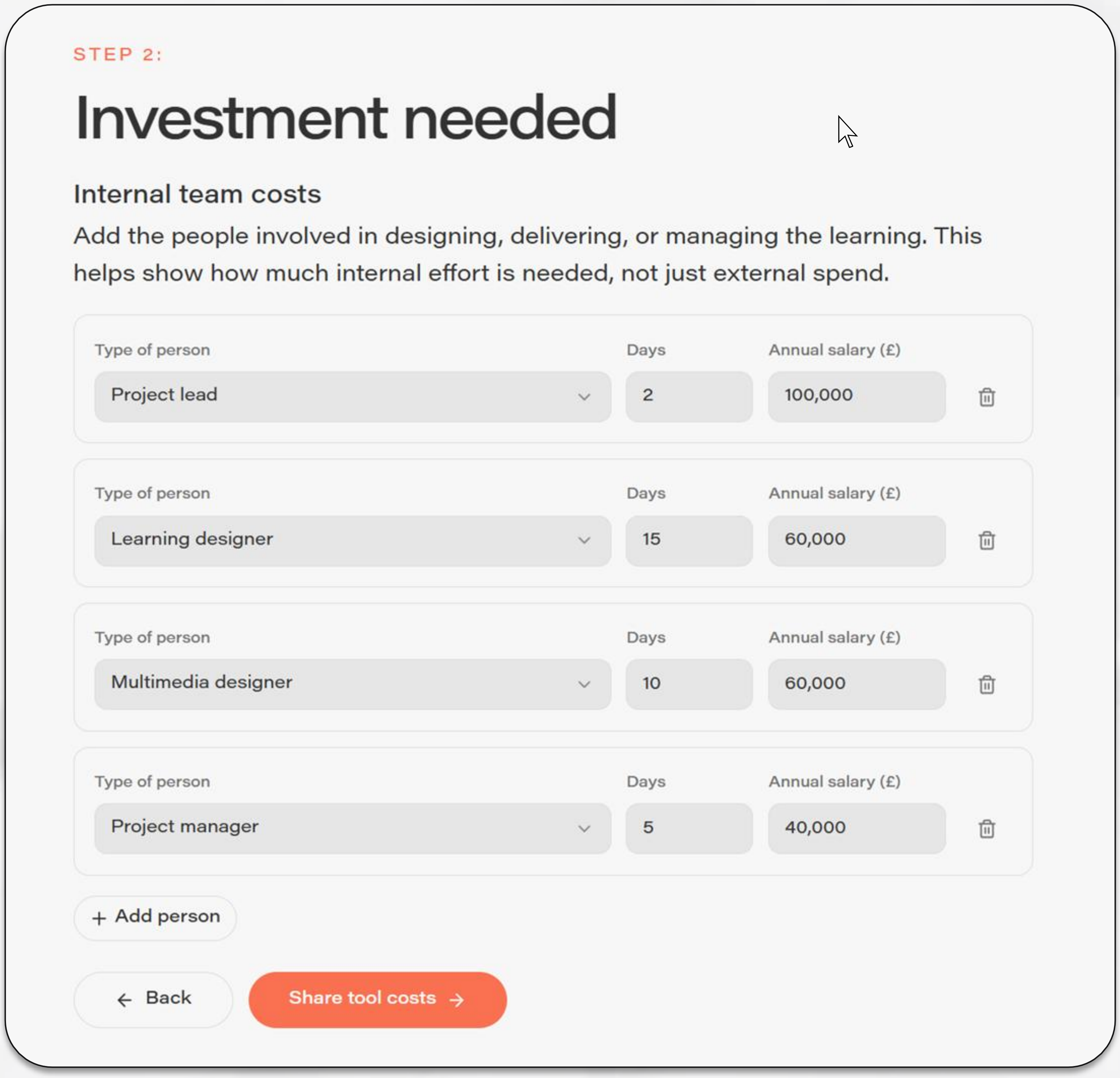
One-by-one, the tool helps you figure out the four costs. At the back end, it does all the calculations for you.



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3

Theory of impact

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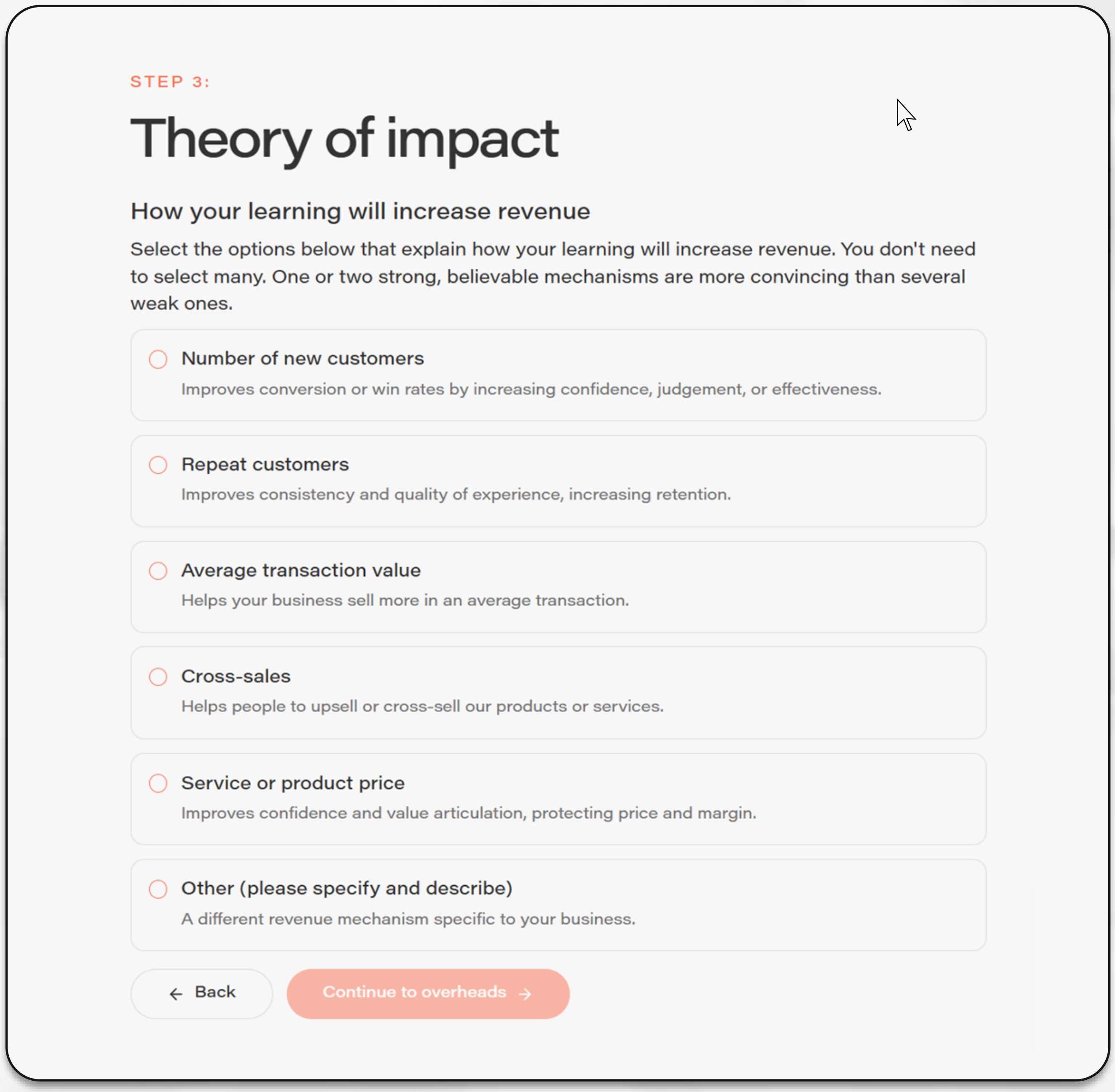
Next, the tool helps you articulate how your L&D could benefit the bottom line by increasing revenue or reducing costs.

This is where you start thinking about how your learning brings commercial value.



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4

Company finances

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Next, you share annual revenue and overheads figures for your organisation (or your part of it).

These are usually easy to get in a few minutes from:

- Annual reports or investor presentations
- Internal finance dashboards
- Budget or planning documents

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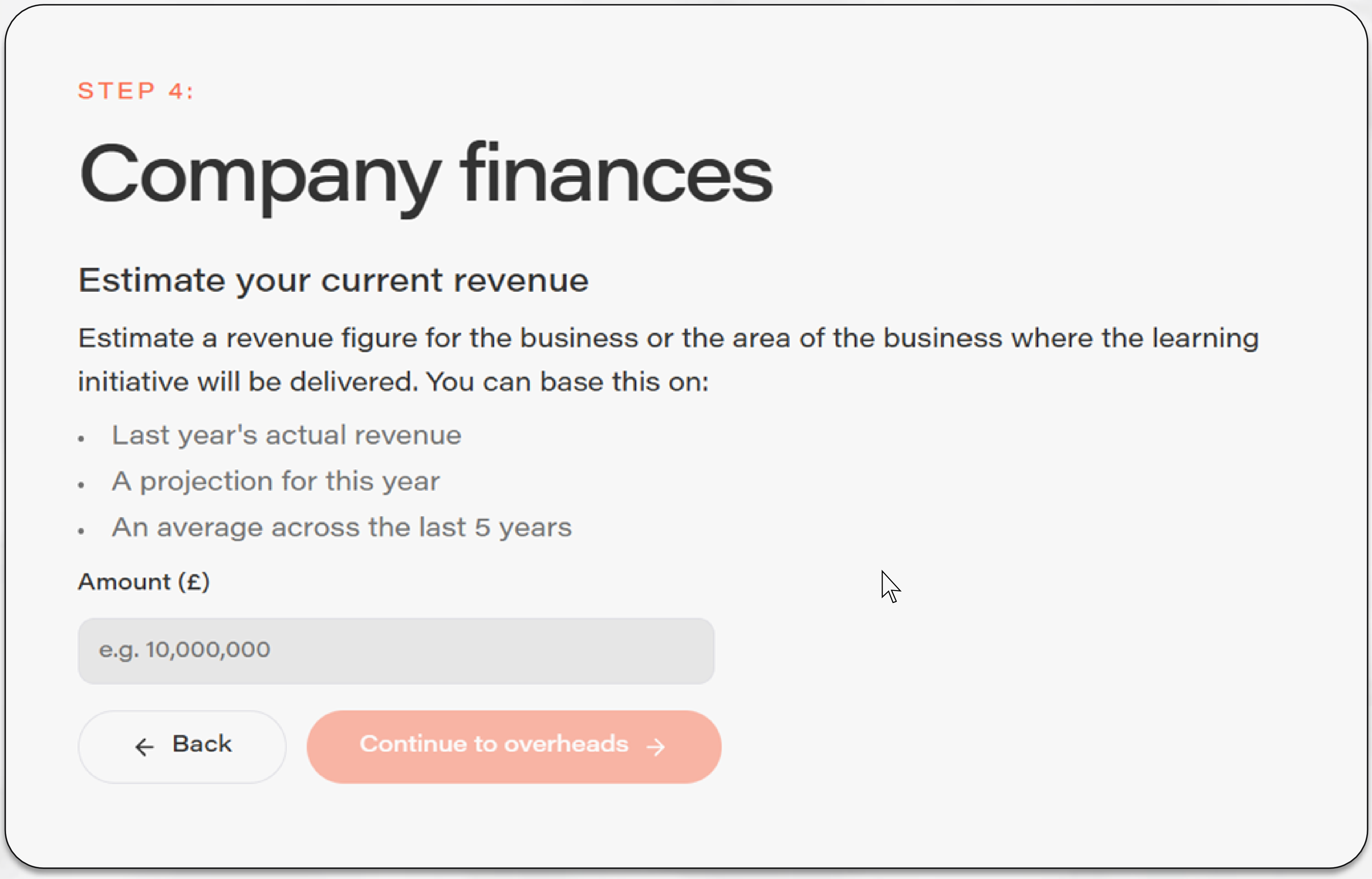
You can base this year's estimates on last year's figures, a projection for this year, or an average over the last few years.


STEP 4:

Company finances

Estimate your current revenue

Estimate a revenue figure for the business or the area of the business where the learning initiative will be delivered. You can base this on:

- Last year's actual revenue
- A projection for this year
- An average across the last 5 years

Amount (£)

e.g. 10,000,000

← Back

Continue to overheads →

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5

Return on investment

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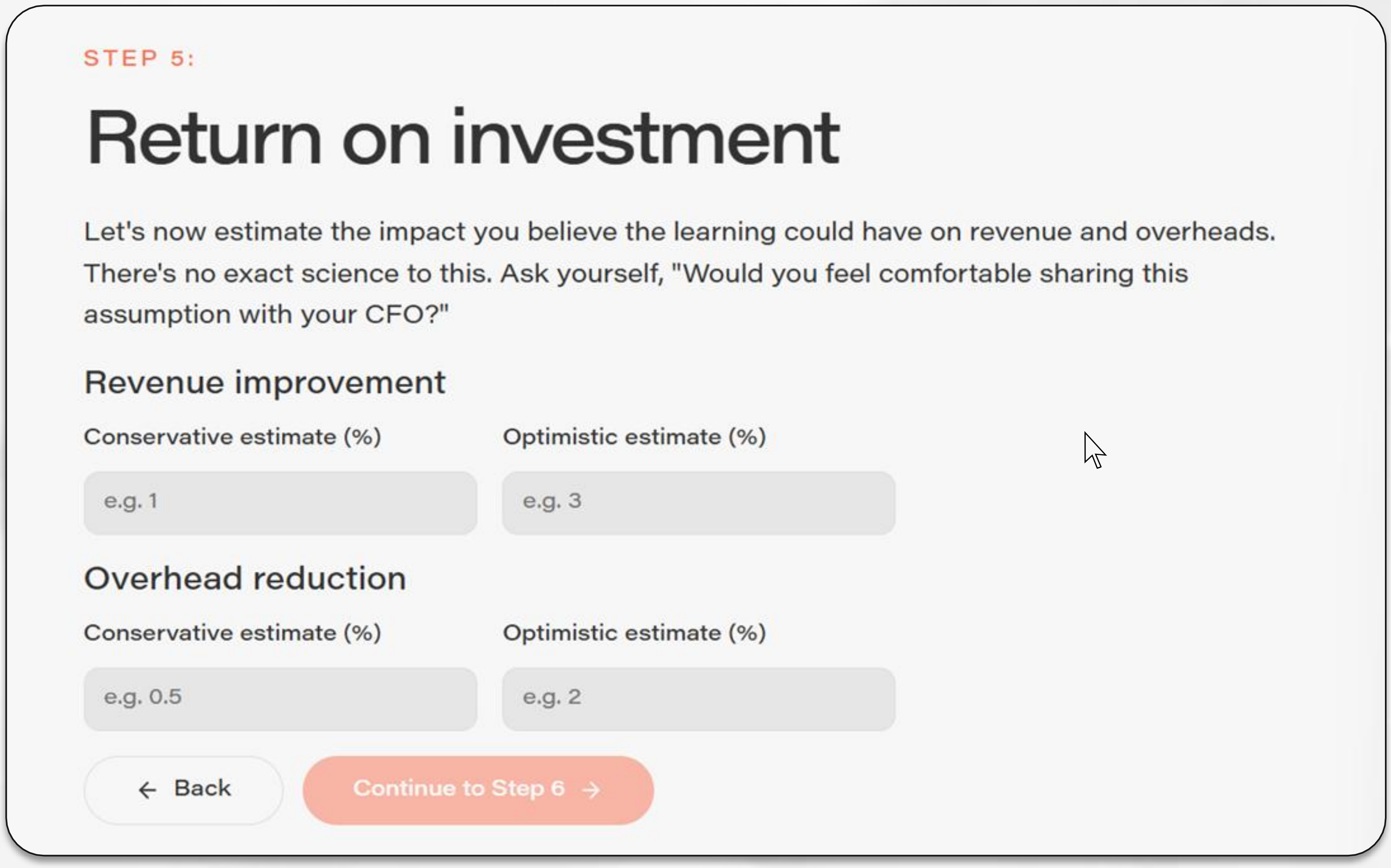
Finally, you estimate the percentage you believe your learning could feasibly improve revenue or drive overheads.

There's no exact science to this. The trick is to be conservative and explain your assumptions to the business. You can always change it later.



STEP 5:

Return on investment

Let's now estimate the impact you believe the learning could have on revenue and overheads. There's no exact science to this. Ask yourself, "Would you feel comfortable sharing this assumption with your CFO?"

Revenue improvement

Conservative estimate (%) e.g. 1

Optimistic estimate (%) e.g. 3

Overhead reduction

Conservative estimate (%) e.g. 0.5

Optimistic estimate (%) e.g. 2

← Back

Continue to Step 6 →

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Then with a single click, the tool does the hard work for you

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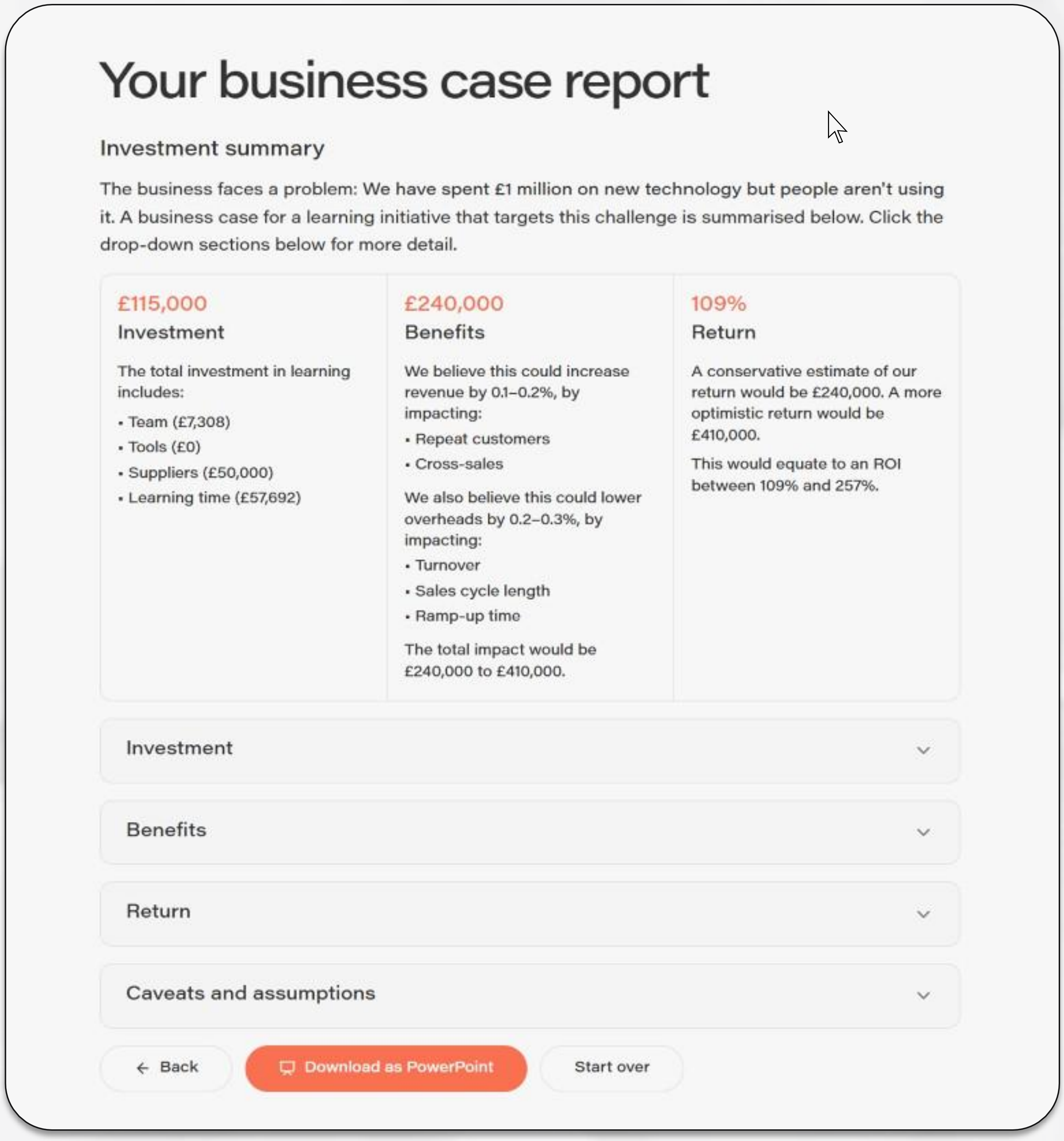
The tool pulls together everything you've told it to give you a one-page summary of your financial forecast:



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The tool lets you:

- Download an editable PowerPoint that summarises your investment case
- Go back and edit your business case
- Show your assumptions and calculations

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Whilst this tool isn't right for every learning initiative, it's helped me supplement my business case for bigger initiatives and entire learning strategies.

It helps L&D talk the same language as the CEO, so you can turn learning from a nice-to-have into a need-to-have.

And I truly believe that's what our industry should be aiming for.

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Wanna give it a try yourself?

Comment or DM me the word 'DEMO'